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Airline Quality Rating Report

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4-1-2012

# Airline Quality Rating 2012

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Bowen, Brent D. and Headley, Dean E., "Airline Quality Rating 2012" (2012). *Airline Quality Rating Report*. Paper 1.  
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W. Frank Barton School of Business  
Department of Marketing  
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**Our 22<sup>nd</sup> year of reporting airline performance**

**April, 2012**



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**April, 2012**

## **ABOUT THE AUTHORS**

Dr. Brent Bowen is Professor and Head, Department of Aviation Technology within the Purdue University College of Technology. Previously, Dr. Bowen served as Professor and Chair, Aviation Science, Parks College of Engineering, Aviation and Technology, and directed the office of Air Transportation Policy and served as Senior Fellow for the National Center for Aviation Safety Research at Saint Louis University. Bowen attained his Doctorate in Aviation Sciences from Oklahoma State University and a Master of Business Administration degree from Oklahoma City University. His Federal Aviation Administration certifications include Airline Transport Pilot (Type-rated Douglas DC-3 SIC), Certified Flight Instructor (SEL, MEL, Instrument) with Gold Seal, Advanced-Instrument Ground Instructor, Aviation Safety Counselor, and Aerospace Education Counselor. Dr. Bowen has authored/co-authored numerous successful grand proposals totaling awards exceeding \$25 million and has in excess of 300 publications, papers and professional program appearances to his credit. His research interests focus on aviation applications of public productivity enhancement and marketing channels, specifically in the areas of service quality evaluation, benchmarking, safety and security. Dr. Bowen is an active industry consultant, pilot, and former fixed-base operator and scheduled air carrier operator. Dr. Bowen served on the National Research Council Steering Group on the Small Aircraft Transportation System and was named by the FAA Administrator to a National Academy of Science study group on airspace optimization as a component of the Next Generation Air Transportation System. Additionally, Dr. Bowen was appointed by FAA Administrator to serve on a National Academy of Science panel to examine the need to cultivate a future generation of transportation leaders.

Dr. Dean E. Headley is Associate Professor of Marketing in the Department of Marketing at the W. Frank Barton School of Business, Wichita State University. He holds a Doctorate in Marketing and Statistics from Oklahoma State University, a Master of Business Administration degree from Wichita State University, and a Master of Public Health Degree from the University of Oklahoma. Dr. Headley's research interests include methodology development for measurement of service quality, the connection between service quality and consumer behavior, consumer choice processes in service settings, and the effects of marketing activities on consumers and providers of services.

Dr. Bowen's and Dr. Headley's research on the development of the national Airline Quality Rating (AQR) is viewed by more than 75 million people each year and is annually featured by national news outlets such as ABC's Good Morning America, The Cable News Network, The Today Show, C-Span, USA Today, The Associated Press, The Wall Street Journal, Aviation Week and Space Technology, the network evening news shows, and in numerous other national and international media. Bowen and/or Headley have served as invited expert witnesses before the U.S. House of Representatives Committee on Government Operations and have served as invited speakers and panelists for such groups as the National Academy of Sciences/Transportation Research Board, Department of Transportation and other Congressional and Executive panels.

Their body of research has been recognized with awards from the American Marketing Association, the American Institute of Aeronautics and Astronautics, Embry-Riddle Aeronautical University, the Travel and Transportation Research Association and others.

## **AIRLINE QUALITY RATING 2012**

**Brent D. Bowen, Purdue University**  
**Dean E. Headley, Wichita State University**

### **Abstract**

The Airline Quality Rating (AQR) was developed and first announced in early 1991 as an objective method for assessing airline quality on combined multiple performance criteria. This current report, the Airline Quality Rating 2012, reflects monthly Airline Quality Rating scores for calendar year 2011. AQR scores for 2011 are based on 15 elements in four major areas that focus on airline performance aspects important to air travel consumers.

The Airline Quality Rating 2012 is a summary of month-by-month quality ratings for U.S. airlines that are required to report performance by virtue of having at least 1% of domestic scheduled-service passenger revenue during 2011. Using the Airline Quality Rating system of weighted averages and monthly performance data in the areas of on-time arrivals, involuntary denied boardings, mishandled baggage, and a combination of 12 customer complaint categories, airlines' comparative performance for the calendar year of 2011 is reported. This research monograph contains a brief summary of the AQR methodology, detailed data and charts that track comparative quality for domestic airline operations for the 12-month period of 2011, and industry results. Also, comparative Airline Quality Rating data for 2010 are included, where available, to provide historical perspective regarding performance quality in the industry.

### **The Airline Quality Rating (AQR) System**

The majority of quality ratings available in the past have relied on subjective surveys of consumer opinion that were infrequently collected. This subjective approach yields a quality rating that is essentially non-comparable from survey to survey for any specific airline. Timeliness of survey-based results can be a problem in the fast-paced airline industry as well. Before the Airline Quality Rating, there was effectively no consistent method for monitoring the quality of airlines on a timely, objective, and comparable basis. With the introduction of the AQR, a multi-factor, weighted average approach became available that had not been used before in the airline industry. The method relies on utilizing published, publicly available data that reports actual airline performance on critical quality criteria important to consumers and combines them into a rating system. The final result is a rating for individual airlines with interval scale properties that is comparable across airlines and across time periods.

The Airline Quality Rating (AQR) is a weighted average of multiple elements (see Table 1) important to consumers when judging the quality of airline services. Elements considered for inclusion in the rating scale were screened to meet two basic criteria; 1) an element must be obtainable from published data sources for each airline; and 2) an element must have relevance to consumer concerns regarding airline quality. Data for

the elements used in calculating the ratings represent performance aspects (on-time arrival, mishandled baggage, involuntary denied boardings, and 12 customer complaint areas) of airlines that are important to consumers. All of the elements are reported in the *Air Travel Consumer Report* maintained by the U.S. Department of Transportation.

Weights were originally established by surveying 65 airline industry experts regarding their opinion as to what consumers would rate as important (on a scale of 0 to 10) in judging airline quality. Each weight and element was assigned a plus or minus sign to reflect the nature of impact for that criterion on a consumer's perception of quality.

For instance, the criteria of on-time arrival performance are included as a positive element because it is reported in terms of on-time successes, suggesting that a higher number is favorable to consumers. The weight for this criterion is high due to the importance most consumers place on this aspect of airline service. Conversely, the criteria that includes mishandled baggage is included as a negative element, and is reported in terms of mishandled bags per 1000 passengers served, suggesting that a higher number is unfavorable to consumers. Because having baggage arrive with passengers is important to consumers the weight for this criterion is also high. Weights and positive/negative signs are independent of each other.

Weights reflect importance of the criteria in consumer decision-making, while signs reflect the direction of impact that the criteria should have on the consumer's rating of airline quality. When all criteria, weights and impacts are combined for an airline over the year, a single interval scaled value is obtained. This value is comparable across airlines and across time periods. In the spring of 2002, a nationwide survey of frequent flyers was conducted that allowed a revisiting of the weighting for the AQR elements. Analysis of the sample of 766 opinions showed no appreciable difference in the relative weights for the AQR elements. To maintain comparability across the years, the weights have been held constant.

The Airline Quality Rating criteria and the weighted average methodology allow a focused comparison of domestic airline performance. Unlike other consumer opinion approaches that have relied on consumer surveys and subjective opinion, the AQR continues to use a mathematical formula that considers multiple weighted objective criteria to arrive at a single, fully comparable rating for airline industry performance. The Airline Quality Rating provides both consumers and industry watchers a means for monitoring comparative quality for each airline on a timely basis, using objective, performance-based data. Over its 22 year history, the Airline Quality Rating has often been cited as an industry standard for comparing airline performance. Currently the AQR stands as the only regularly published rating available for airline performance. With the continued global trend in airline operations alliances, the argument becomes even stronger for the Airline Quality Rating to be used as a standard method for comparing the quality of airline performance for international operations as well.

**Table 1**

**AIRLINE QUALITY RATING CRITERIA, WEIGHTS AND IMPACT**

	CRITERIA	WEIGHT	IMPACT (+/-)
OT	On-Time	8.63	+
DB	Denied Boardings	8.03	--
MB	Mishandled Baggage	7.92	--
CC	Customer Complaints	7.17	--
	Flight Problems		
	Oversales		
	Reservations, Ticketing, and Boarding		
	Fares		
	Refunds		
	Baggage		
	Customer Service		
	Disability		
	Advertising		
	Discrimination		
	Animals		
	Other		

Data for all criteria is drawn from the U.S. Department of Transportation's monthly *Air Travel Consumer Report*. (<http://dot.gov/airconsumer/>)

The formula for calculating the AQR score is:

$$\text{AQR} = \frac{(+8.63 \times \text{OT}) + (-8.03 \times \text{DB}) + (-7.92 \times \text{MB}) + (-7.17 \times \text{CC})}{(8.63 + 8.03 + 7.92 + 7.17)}$$



## What the Airline Quality Rating Tells Us About 2011

The Airline Quality Rating industry score for 2011 shows an industry that has again improved in overall quality over the previous year. As an industry, performance in 2011 was the best in the 21 year history of the Airline Quality Rating. Of the 15 carriers rated in both 2010 and 2011, ten carriers improved in Airline Quality Rating scores. Frontier had the largest improvement in overall score, while Continental and Mesa had the largest decline in AQR score for 2011.

The **overall industry** AQR score was better in 2011 than in 2010, due to continued improvement in industry performance in all four areas tracked. As an industry, the AQR criteria shows that on-time arrival percentage was better (80.0% in 2011 compared to 79.8% in 2010), mishandled baggage rates improved to 3.35 per 1,000 passengers in 2011 from 3.49 per 1,000 passengers in 2010, involuntary denied boardings per passenger served decreased to 0.78 per 10,000 passengers in 2011 from 1.08 per 10,000 passengers in 2010, and consumer complaint rates decreased to 1.19 per 100,000 passengers in 2011 from 1.22 per 100,000 passengers in 2010. Of the 9,425 complaints registered with DOT regarding all U.S. domestic carriers, 49.2% were for either flight problems or baggage handling problems. Taking all 15 rated airlines together, the AQR score for the industry improved from a level of -1.20 in 2010 to -1.08 in 2011. With a mixed bag of gains and losses across the 15 carriers rated, the gain in AQR score for the industry is a positive sign. The improvement trend in AQR scores since 2007 speaks well of the industry maintaining in difficult times.

**AirTran Airways (FL)** On-time performance improved in 2011 (82.8% in 2010 compared to 84.4% in 2011). AirTran's denied boardings performance (0.57 per 10,000 passengers in 2011 compared to 0.39 in 2010) was worse. A decrease in customer complaint rate to 0.72 complaints per 100,000 passengers in 2011 was better than their 2010 rate of 0.90. The mishandled baggage rate of 1.63 per 1,000 passengers in 2011 was the same as 2010. For the third year in a row, this was the lowest mishandled baggage rate of all airlines rated.

**Alaska Airlines (AS)** had performance improvement in three of four areas tracked. Better on-time arrival performance (88.2% in 2011 compared to 87.6% in 2010), fewer mishandled bags per 1,000 passengers (2.87 in 2011 compared to 3.13 in 2010), and fewer involuntary denied boardings (0.82 in 2011 compared to 1.18 per 10,000 passengers in 2010). Even with a slightly higher rate of customer complaints (0.48 per 100,000 passengers in 2011 compared to 0.44 in 2010), Alaska Airlines' overall AQR score improved for 2011. With three of four areas showing gains, the AQR score of -0.94 for Alaska Airlines for 2010 was improved to -0.79 for 2011.

**American Airlines (AA)** AQR score for 2011 improved slightly. The slight improvement in AQR score (-1.24 in 2011 compared to -1.28 for 2010) reflects a combination of poorer performance for on-time arrivals (79.8% in 2010 compared to 77.8% in 2011), denied boardings (0.86 in 2010 compared to 0.92 in 2011), and customer complaints per 100,000 passengers (1.44 in 2010 compared to 1.46 in 2011). Improved mishandled baggage performance (3.55 in 2011 compared to 3.82 in 2010) was the only area of gain for 2011. The combination of performance outcome gains and losses produced a slight improvement in the AQR score for 2011.

**American Eagle (MQ)** had a denied boarding rate of 2.24 for 2011, much improved from 4.02 per 10,000 passengers in 2010. The airline had an increase in the rate of customer complaints (1.03 in 2010 up to 1.45 per 100,000 passengers in 2011). On-time performance was 76.3% in 2011 compared to 77.1% for 2010. Their mishandled baggage rate (7.32 per 1,000 passengers in 2011, higher than in 2010 at 7.15) was again well above the industry rate of 3.35. This combination of performance on the criteria produced an improved AQR score for 2011 (-2.82 in 2010 and -2.51 for 2011). Even with an improved AQR score, American Eagle has the worst AQR score of all airlines rated for 2011.

**Atlantic Southeast Airlines (EV)** On-time performance was 75.2% in 2011, a decline over their 79.2% performance for 2010. Atlantic Southeast's denied boarding performance also decline for 2011 (0.91 per 10,000 passengers in 2011 compared to 0.56 in 2010). Their mishandled baggage rate of 5.52 per 1,000 passengers in 2011 was improved over their 6.71 rate in 2010. Atlantic Southeast's 2011 customer complaint rate of 0.88 complaints per 100,000 passengers was worse than their 2010 rate of 0.54. For 2011, Atlantic Southeast showed improvement in their AQR score (-1.60 in 2011 compared to -1.72 in 2010).

**Continental Airlines (CO)** posted gains in performance for one of the four AQR criteria. Their customer complaint rate was worse (1.81 in 2011 versus 1.48 in 2010), their mishandled baggage per 1,000 passengers increased (3.35 in 2011 compared to 2.65 in 2010), and on-time performance declined (77.1% in 2011 compared to 81.4% in 2010). A denied boardings rate decrease (1.49 in 2011 compared to 1.82 in 2010) was the only criteria posting a positive gain. This combination of performance pushed Continental's AQR score lower to -1.41 in 2011 (from -1.23 in 2010).

**Delta Air Lines (DL)** On-time percentage for 2011 shows an improvement over 2010 (82.3% in 2011 and 77.4% in 2010). Their rate of mishandled baggage (2.66 in 2011 improved from 3.49 in 2010) was below the industry average of 3.35 mishandled bags per 1,000 passengers. A decrease in denied boardings (2011 rate of 0.31 per 10,000 passengers compared to 0.41 for 2010) and a reduced rate of customer complaints (1.23 in 2011 compared to 2.00 in 2010) combined to move Delta's AQR score to -0.80 in 2011 from -1.22 in 2010. With gains in all four criteria, Delta's overall AQR score improved by the second biggest margin of the airlines rated.

**Frontier Airlines (F9)** On-time performance in 2011 (79.2%) was the only criteria posting a decline over 2010 (81.4%). Frontier's denied boarding performance (0.97 per 10,000 passengers in 2011 compared to 2.26 in 2010) was much better than last year. A customer complaint rate of 0.76 complaints per 100,000 passengers for 2011 was also improved over their 2010 rate of 1.23. Their mishandled baggage rate of 2.21 per 1,000 passengers was improved over the 2010 rate of 2.58. Frontier's 2011 AQR score of -0.75 compared to -1.27 for 2010 was the largest gain in AQR score of all the airlines rated.

**Hawaiian Airlines (HA)** On-time performance (92.5% in 2010 and 92.8% for 2011) is the best of all airlines rated for 2011 and 2010. Hawaiian's denied boarding performance (0.11 per 10,000 passengers in 2011 and 0.04 in 2010) is again the second best of the airlines rated and compares very favorably to the industry average of 0.78. A customer complaint rate of 0.70 complaints per 100,000 passengers is well below last year's rate of 1.16. Their mishandled baggage rate of 2.63 per 1,000 passengers is worse than their 2010 rate of 2.23. Hawaiian had the second best AQR score for 2011 at -0.59.

**JetBlue Airways (B6)** On-time performance in 2011 dropped to 73.3% from 75.7% in 2010. Jet Blue's denied boarding performance (0.01 per 10,000 passengers in 2011 and 2010) is the lowest of the airlines rated. A customer complaint rate of 1.08 complaints per 100,000 passengers was lower in 2011 (1.25 in 2010) and it was below the industry average of 1.19 for 2011. Their mishandled baggage rate of 2.21 per 1,000 passengers in 2011 was tied for second best among airlines rated and it was less than their 2010 rate of 2.48. JetBlue had the third best AQR score (-0.60) of the airlines rated for 2011.

**Mesa Airlines (YV)** On-time performance of 83.7% in 2011 is slightly better than their rate of 83.3% in 2010. Mesa's denied boarding performance in 2011 (2.27 per 10,000 passengers) was better than their rate of 2.55 in 2010. A customer complaint rate of 0.62 complaints per 100,000 passengers shows an increase over the 2010 rate of 0.53. Their mishandled baggage rate of 4.84 per 1,000 passengers is above the industry rate of 3.35 and is higher than their 2010 rate of 3.97. Overall, Mesa's AQR score was -1.70 for 2011, a decline from the -1.53 score for 2010.

**SkyWest Airlines (OO)** On-time performance of 79.3% in 2011, was improved slightly from 79.1% for 2010. SkyWest's denied boarding performance (0.68 per 10,000 passengers in 2011 compared to 0.70 in 2010)) was improved and better than the industry average for 2011. A customer complaint rate of 0.73 complaints per 100,000 passengers in 2011 compared to the 2010 rate of 0.61 had a negative impact on their 2011 AQR score.

Their mishandled baggage rate of 4.13 per 1,000 passengers in 2011 is improved from the 2010 rate of 4.72 bags per 1,000 passengers. SkyWest's AQR score improved in 2011 to -1.15 from -1.28 in 2010.

**Southwest Airlines (WN)** On-time arrival percentages of 81.3% in 2011 was improved from 79.5% in 2010. A customer complaint rate of 0.32 per 100,000 passengers in 2011 and 0.27 in 2010 are the industry's best. Southwest Airlines is consistently the airline with the lowest customer complaint rate in the industry. An involuntary denied boarding rate of 0.65 per 10,000 passengers in 2011, dropped from 1.24 per 10,000 passengers in 2010. Their mishandled baggage rate of 3.65 per 1,000 passengers in 2011 is higher than their rate of 3.43 per 1,000 passengers for 2010. Overall, Southwest shows an improved AQR score of -0.93 for 2011 over their score of -1.01 in 2010.

**United Airlines (UA)** on-time arrival performance declined (from 85.2% in 2010 to 80.2% in 2011) during 2011. Their mishandled baggage rate increased (3.66 per 1,000 passengers in 2011 from 3.40 in 2010) for 2011. Performance regarding denied boarding rate (1.01 per 10,000 passengers in 2011 compared to 1.27 in 2010) improved. A higher customer complaint rate (2.21 in 2011 compared to 1.64 per 100,000 passengers in 2010) combined with other declines in performance to move United's 2011 AQR score to -1.45 from -1.31 in 2010.

**US Airways (US)** showed improvement in three of the four performance areas tracked for 2011. A closer look reveals that US Airways performed worse in on-time performance (79.8% in 2011 compared to 83.0% in 2010), mishandled baggage (2.70 per 1,000 passengers in 2011 compared to 2.56 in 2010), and in customer complaint rate (1.91 per 100,000 passengers in 2011 compared to 1.53 in 2010). A denied boarding rate of 0.94 per 10,000 passengers in 2011 compared to 1.61 in 2010 was the only area of performance gain for US Airways. Their overall 2011 AQR score (-1.13) reflects slight improvement (-1.17 in 2010) for the year.

## **Previous Airline Quality Reports**

Bowen, Brent D., Dean E. Headley and Jacqueline R. Luedtke (1991), Airline Quality Rating, National Institute for Aviation Research Report 91-11, Wichita, Kansas.

Bowen, Brent D., and Dean E. Headley (1992,1993,1994,1995), Airline Quality Rating Report, National Institute for Aviation Research Report Series, Wichita, Kansas.

Bowen, Brent D., and Dean E. Headley (1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011), Airline Quality Rating Report, W. Frank Barton School of Business, Wichita, Kansas.

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## **Detail of Airline Performance**

Since the Airline Quality Rating is comparable across airlines and across time, monthly rating results can be examined both individually and collectively. The following pages outline the AQR scores for the industry and for each airline rated by month for 2011. For comparison purposes, results are also displayed for 2010 where available. A composite industry chart that combines the airlines tracked is shown at first, with individual airline performance charts following in alphabetical order.

## Airline Quality Rating Scores

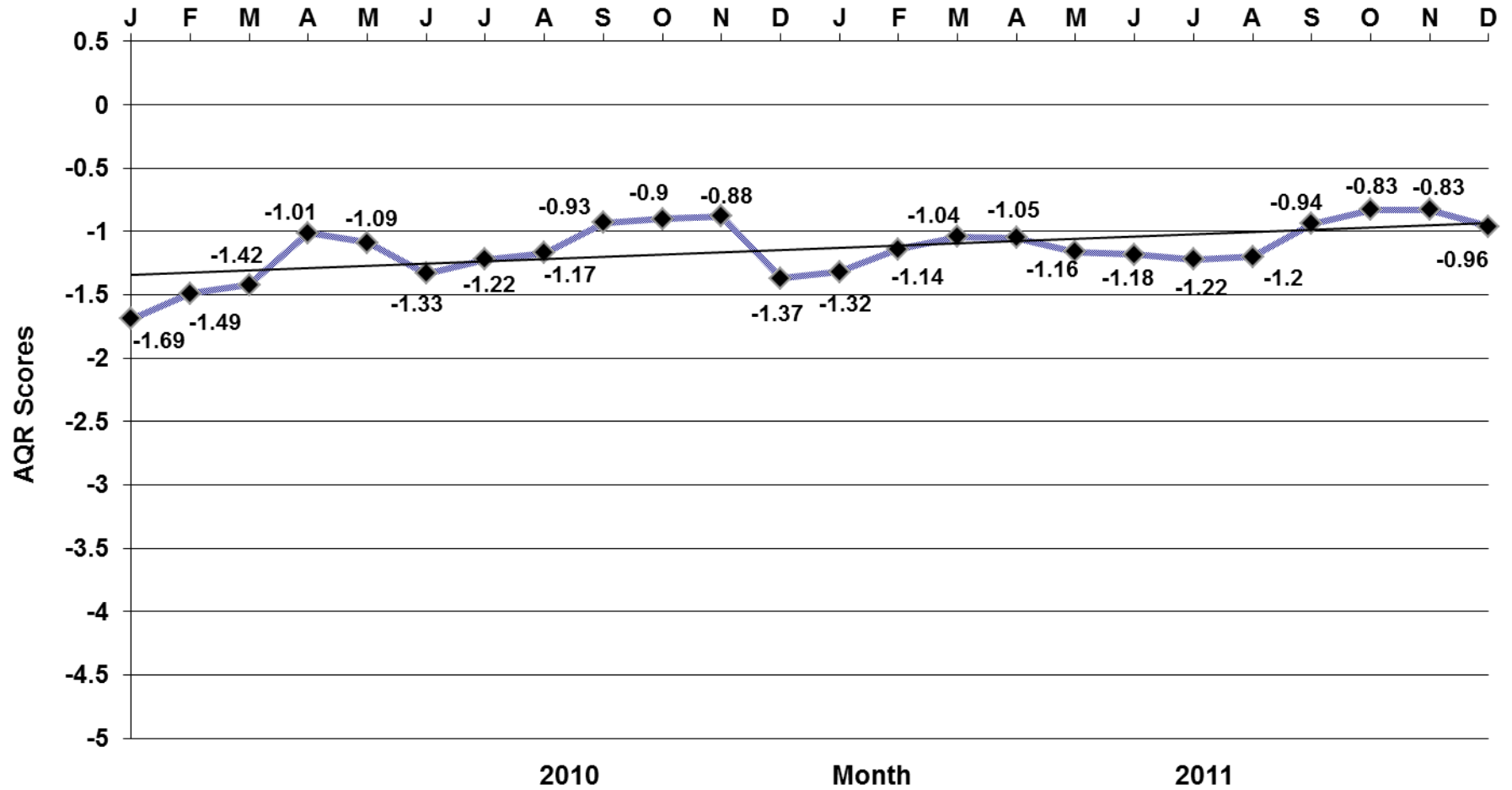
	2011 AQR		2010 AQR		2009 AQR		2008 AQR		2007 AQR		2006 AQR		2005 AQR	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank
<b>Air Tran</b>	<b>-0.48</b>	<b>1</b>	-0.48	1	-0.49	2	-0.84	2	-1.03	1	-1.13	3	-0.99	2
<b>Alaska</b>	<b>-0.79</b>	<b>5</b>	-0.94	4	-1.39	11	-1.16	5	-1.75	7	-1.66	9	-1.64	9
<b>American</b>	<b>-1.24</b>	<b>10</b>	-1.28	11	-1.25	9	-1.71	9	-2.19	9	-1.83	10	-1.66	10
<b>American Eagle</b>	<b>-2.51</b>	<b>15</b>	-2.82	16	-2.83	18	-3.12	16	-3.80	15	-3.97	17	-2.66	14
<b>Atlantic Southeast</b>	<b>-1.60</b>	<b>13</b>	-1.72	15	-2.49	17	-3.43	17	-4.04	16	-5.45	18	-4.68	17
<b>Continental</b>	<b>-1.41</b>	<b>11</b>	-1.23	8	-1.09	6	-1.39	8	-1.74	6	-1.63	7	-1.51	8
<b>Delta</b>	<b>-0.80</b>	<b>6</b>	-1.22	7	-1.73	15	-2.09	12	-2.72	10	-2.17	12	-2.14	12
<b>Frontier</b>	<b>-0.75</b>	<b>4</b>	-1.27	9	-1.09	7	-1.31	7	-1.71	5	-1.30	4	N/A	-
<b>Hawaiian</b>	<b>-0.59</b>	<b>2</b>	-0.58	2	-0.40	1	-0.69	1	N/A	-	N/A	-	N/A	-
<b>JetBlue</b>	<b>-0.60</b>	<b>3</b>	-0.70	3	-0.62	3	-0.90	3	-1.30	2	-0.93	2	-0.88	1
<b>Mesa</b>	<b>-1.70</b>	<b>14</b>	-1.53	13	-1.42	12	-2.29	14	-2.99	12	-3.12	15	N/A	-
<b>SkyWest</b>	<b>-1.15</b>	<b>9</b>	-1.28	10	-1.57	14	-2.13	13	-3.09	13	-2.76	14	-2.48	13
<b>Southwest</b>	<b>-0.93</b>	<b>7</b>	-1.01	5	-1.00	5	-1.23	6	-1.59	3	-1.38	6	-1.06	4
<b>United</b>	<b>-1.45</b>	<b>12</b>	-1.31	12	-1.43	13	-1.83	11	-1.93	8	-1.65	8	-1.21	5
<b>US Airways</b>	<b>-1.13</b>	<b>8</b>	-1.17	6	-1.19	8	-1.77	10	-2.94	11	-2.32	13	-2.77	15
<b>Industry</b>	<b>-1.08</b>		<b>-1.20</b>		<b>-1.27</b>		<b>-1.63</b>		<b>-2.16</b>		<b>-1.87</b>		<b>-1.73</b>	

### NOTES:

- Scores and rankings for 2011 reflect the deletion of Comair from the airlines tracked.
- As of January 2010, data of the merged operations of Delta Air Lines and Northwest Airlines are combined and appear only as Delta Air Lines.
- Scores and rankings for 2008 reflect the addition of Hawaiian to the airlines tracked.
- Scores and rankings for 2006 reflect the addition of Frontier and Mesa to the airlines tracked.
- As of January 2006, data of the merged operations of US Airways and America West Airlines are combined and appear only as US Airways..

# Airline Quality Rating

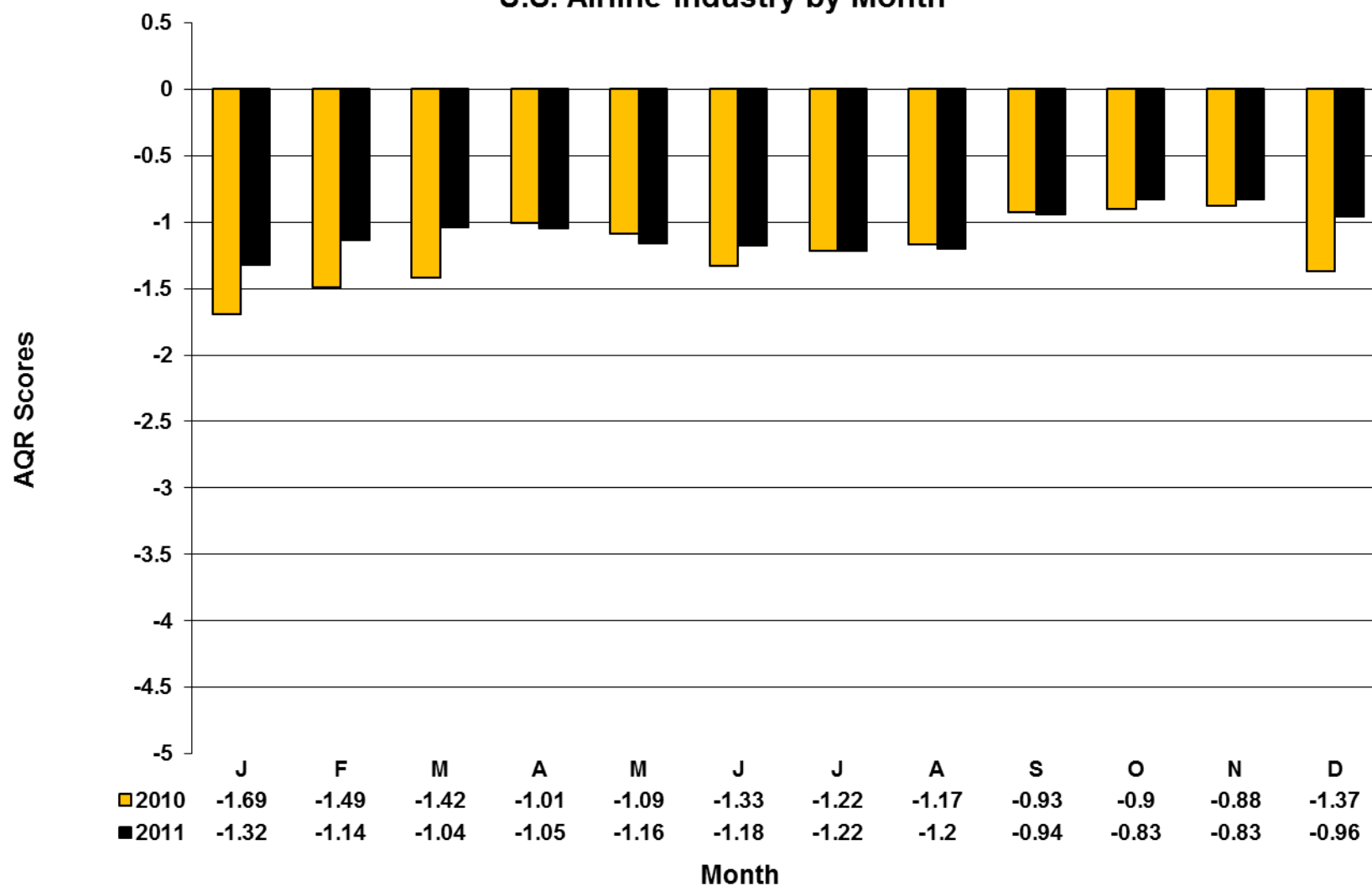
U.S. Airline Industry 2010 - 2011





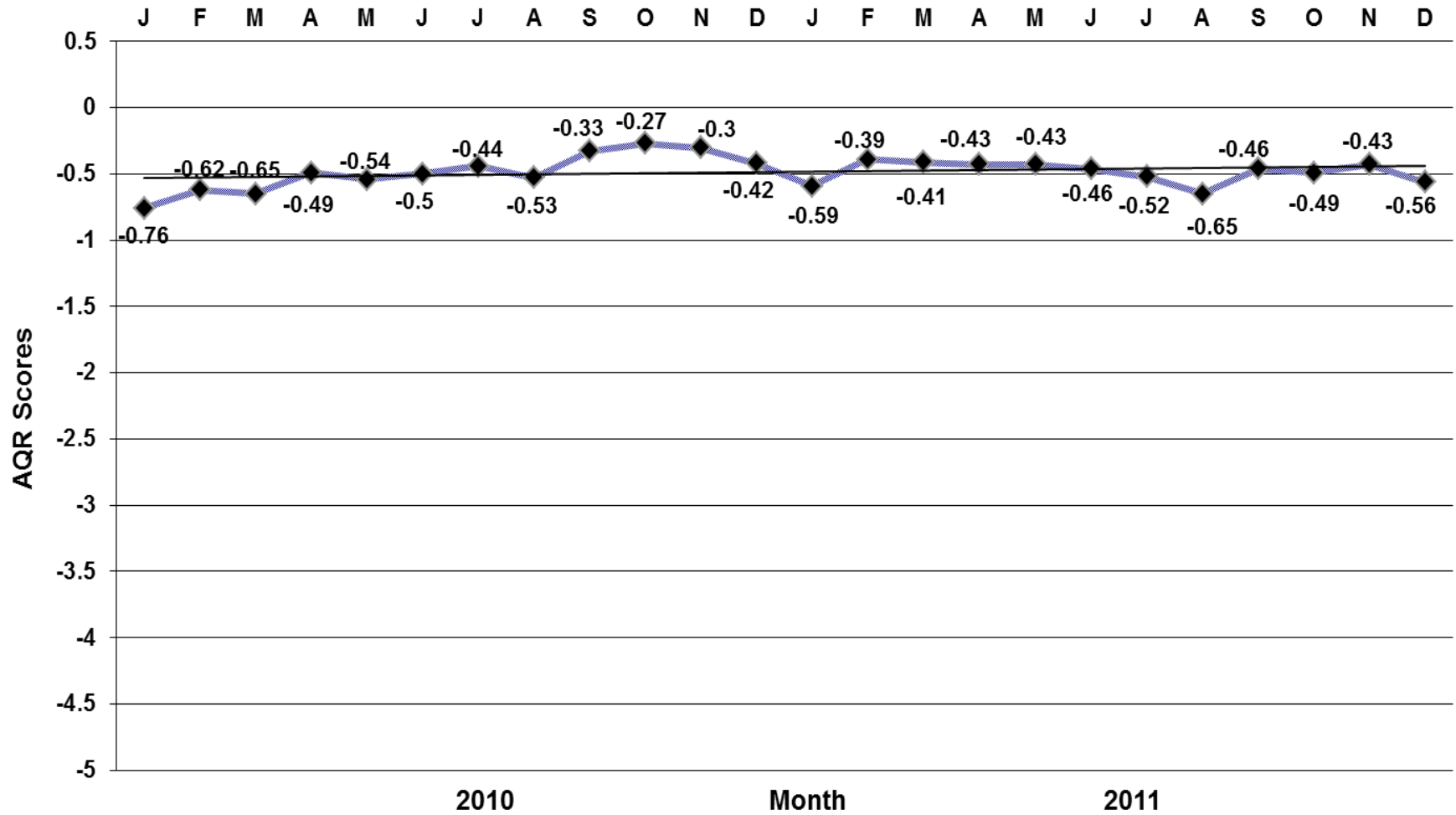
# Airline Quality Rating

U.S. Airline Industry by Month



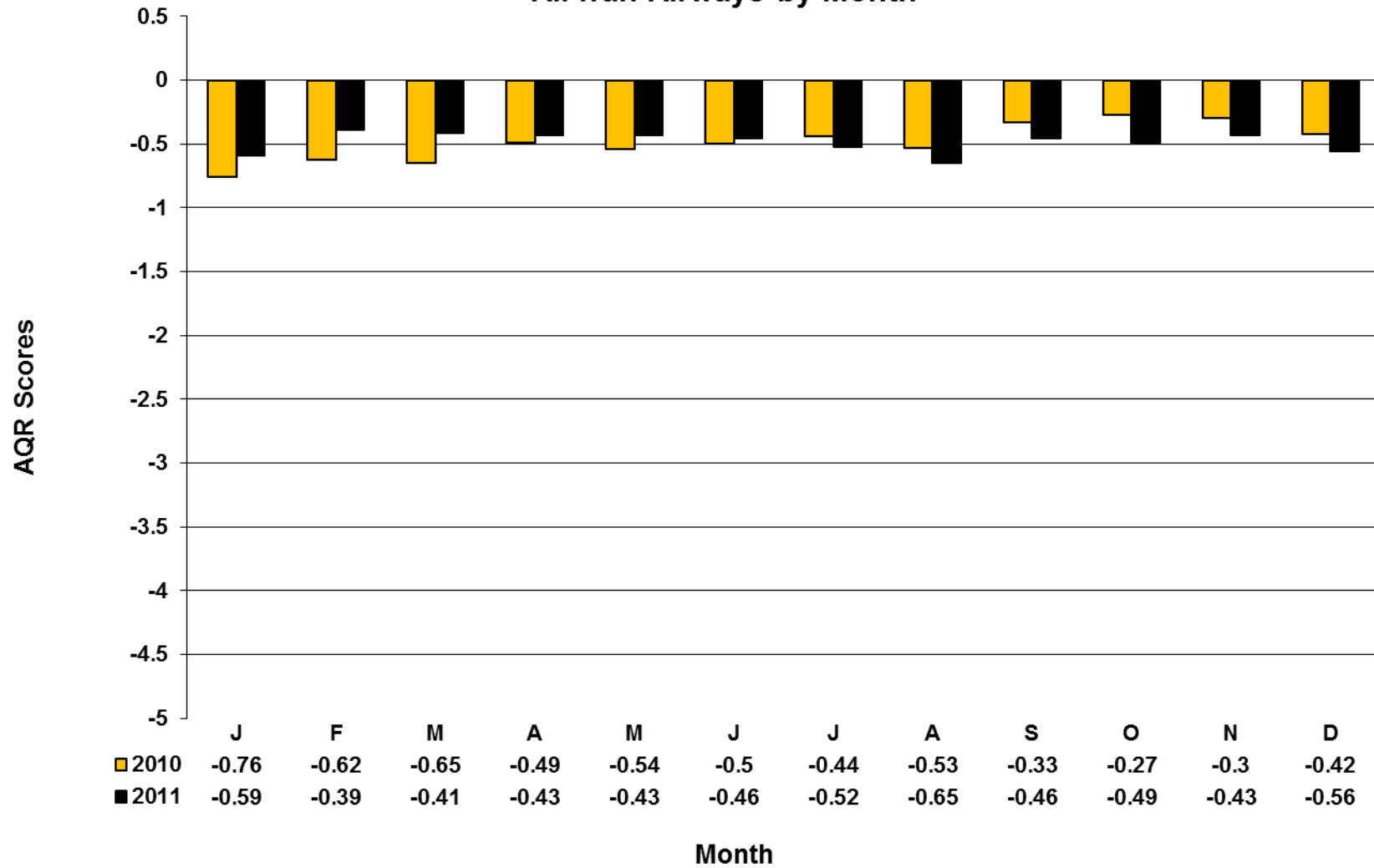
# Airline Quality Rating

AirTran Airways 2010 - 2011



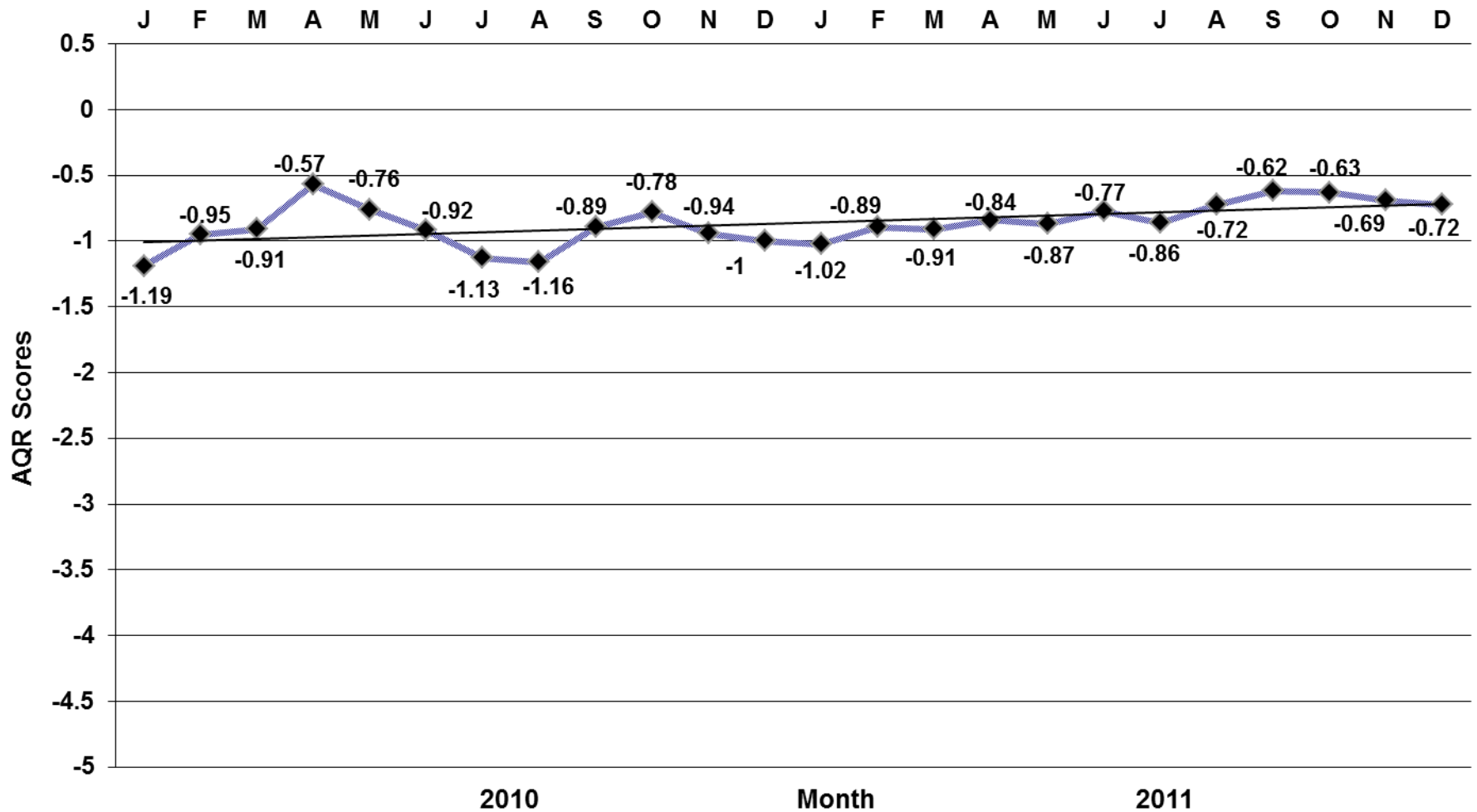
# Airline Quality Rating

AirTran Airways by Month



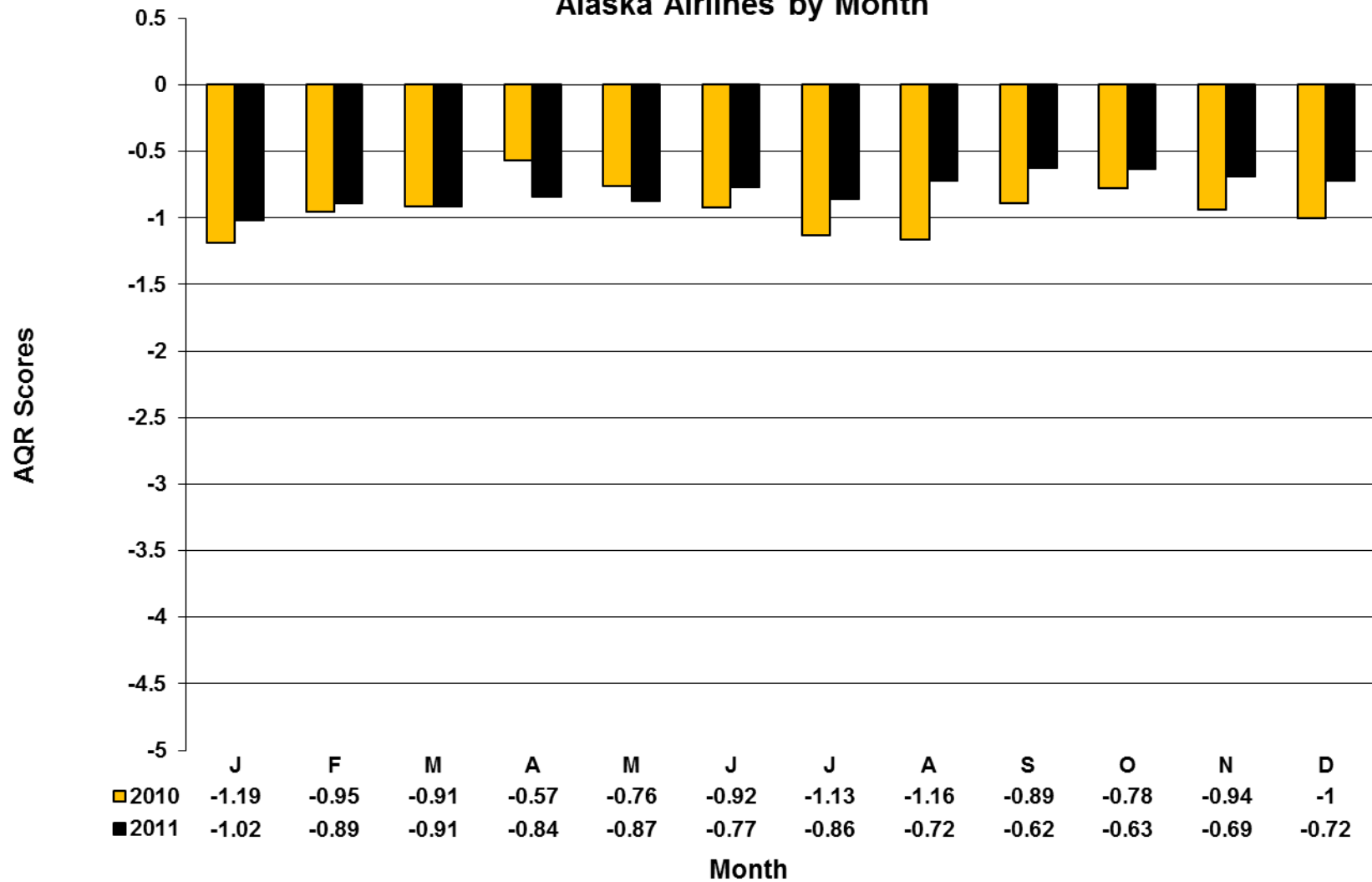
# Airline Quality Rating

Alaska Airlines 2010 - 2011



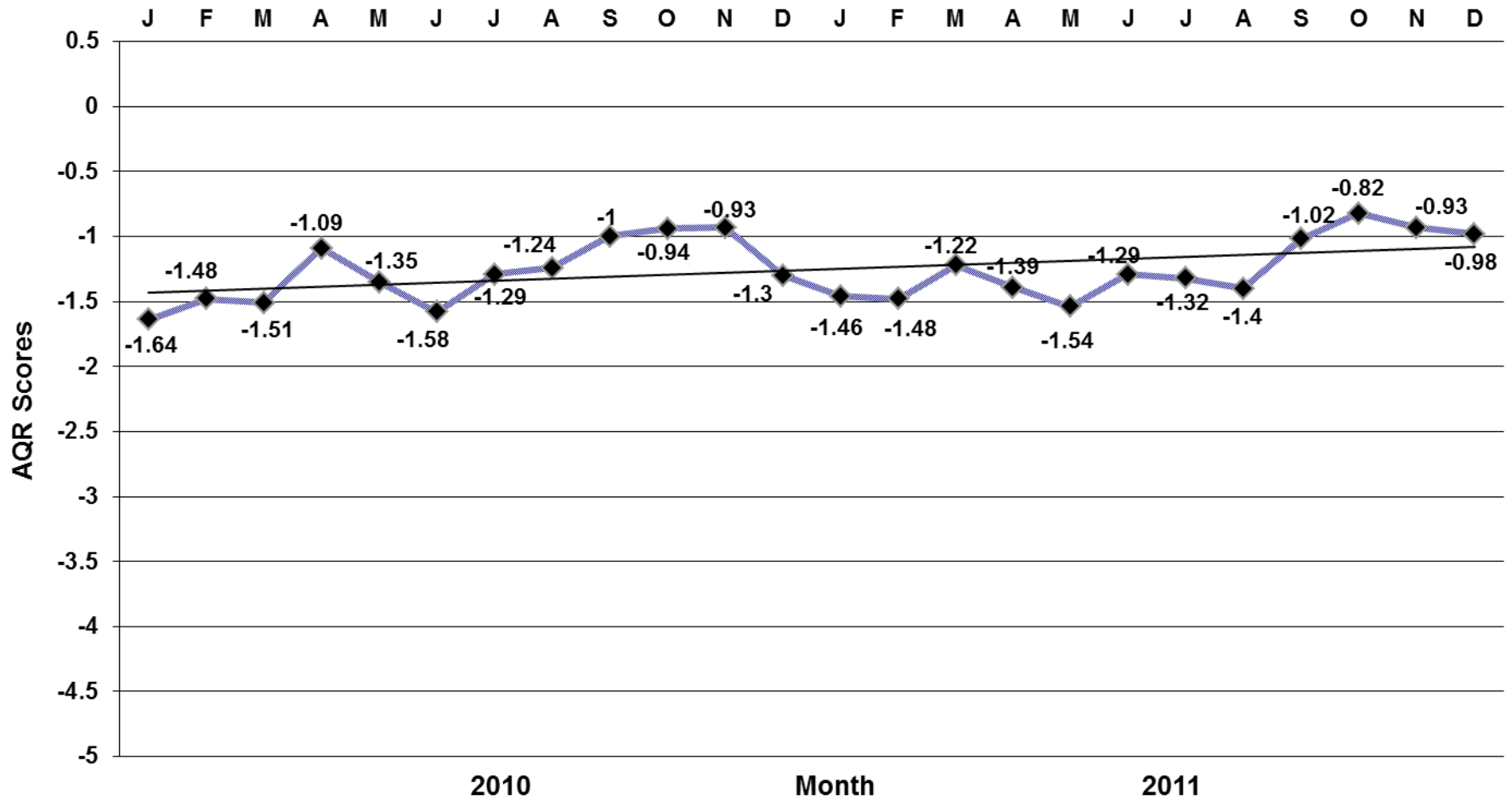
# Airline Quality Rating

Alaska Airlines by Month



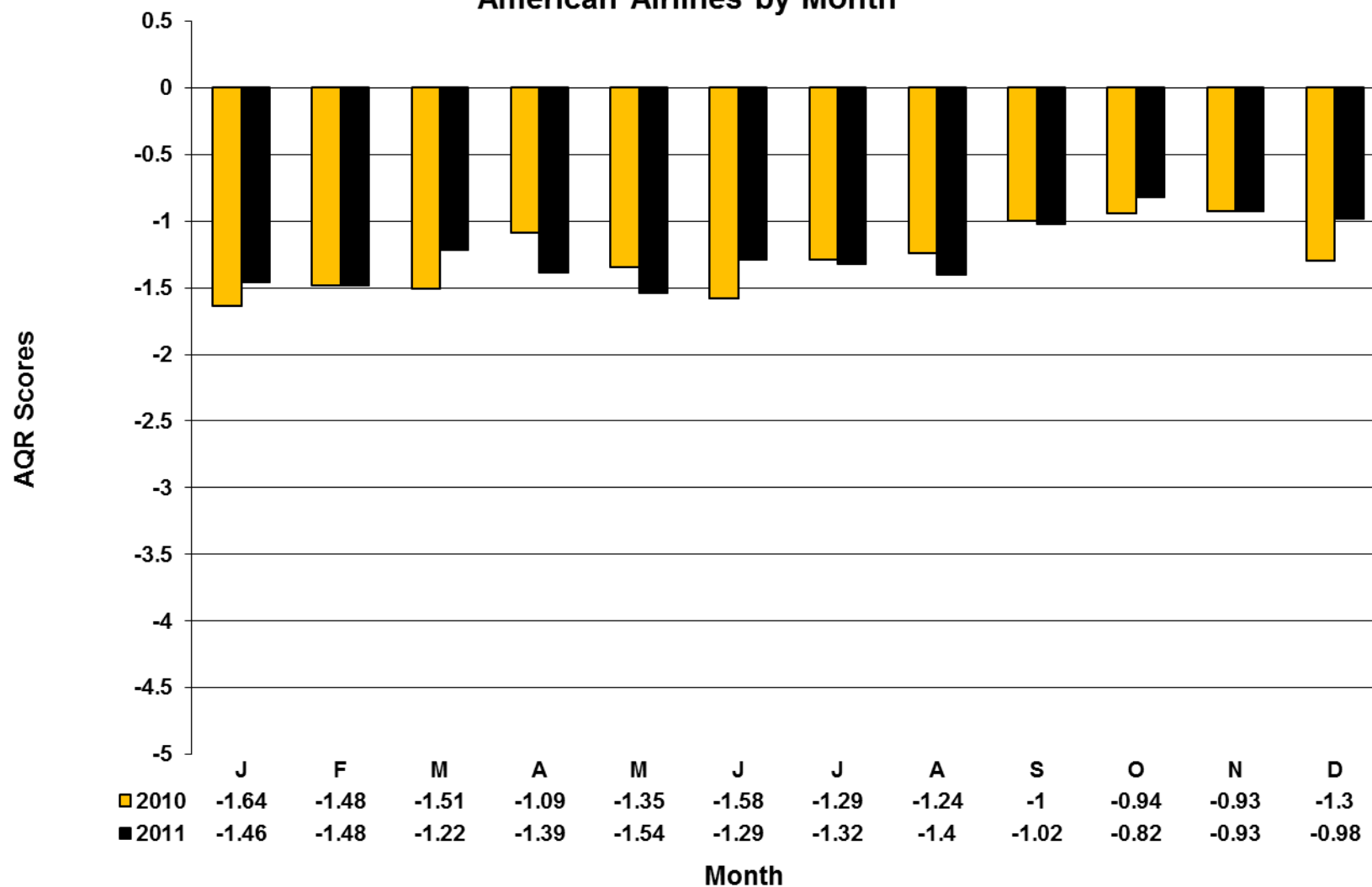
# Airline Quality Rating

American Airlines 2010 - 2011



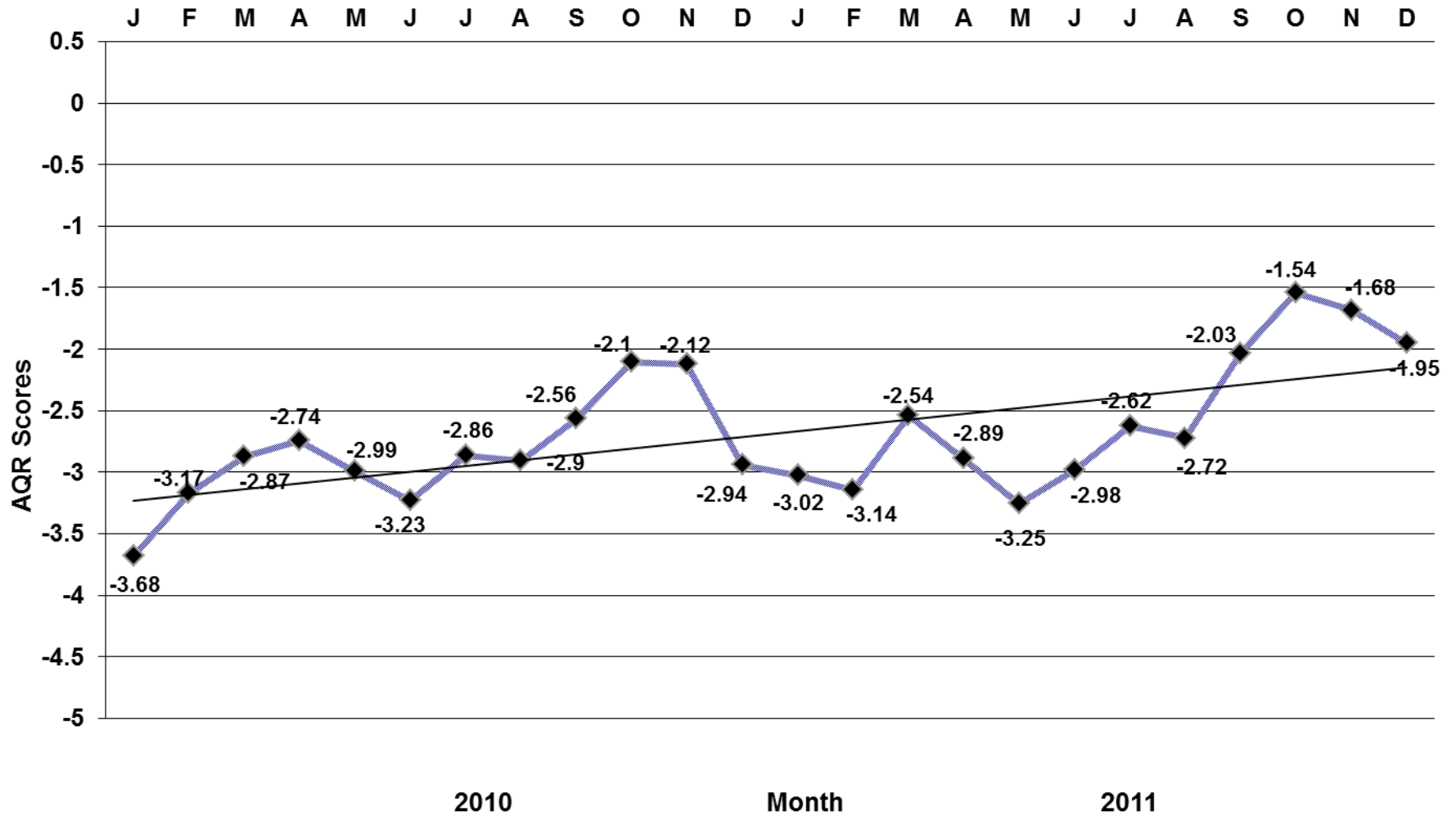
# Airline Quality Rating

American Airlines by Month



# Airline Quality Rating

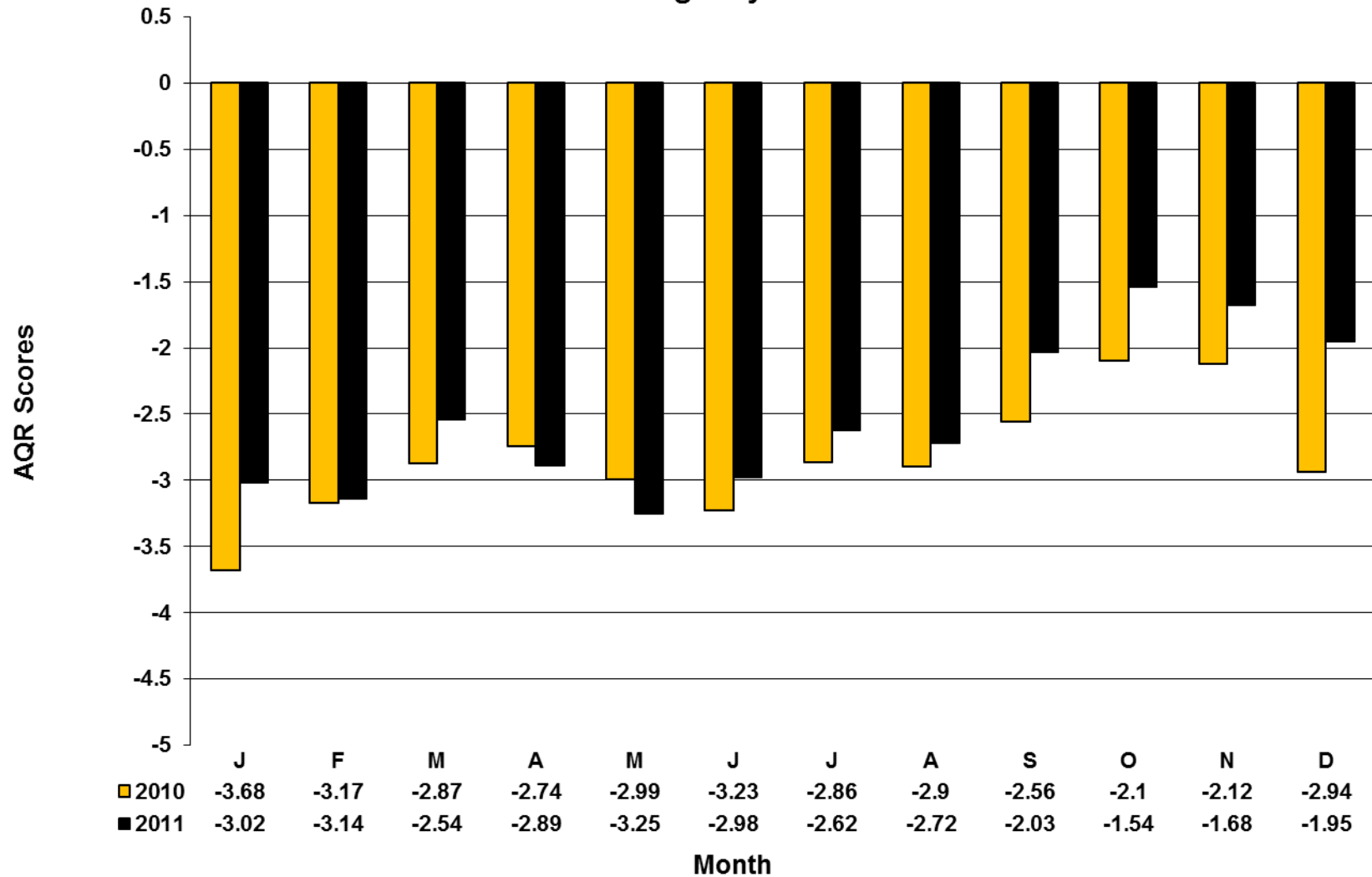
American Eagle 2010 - 2011





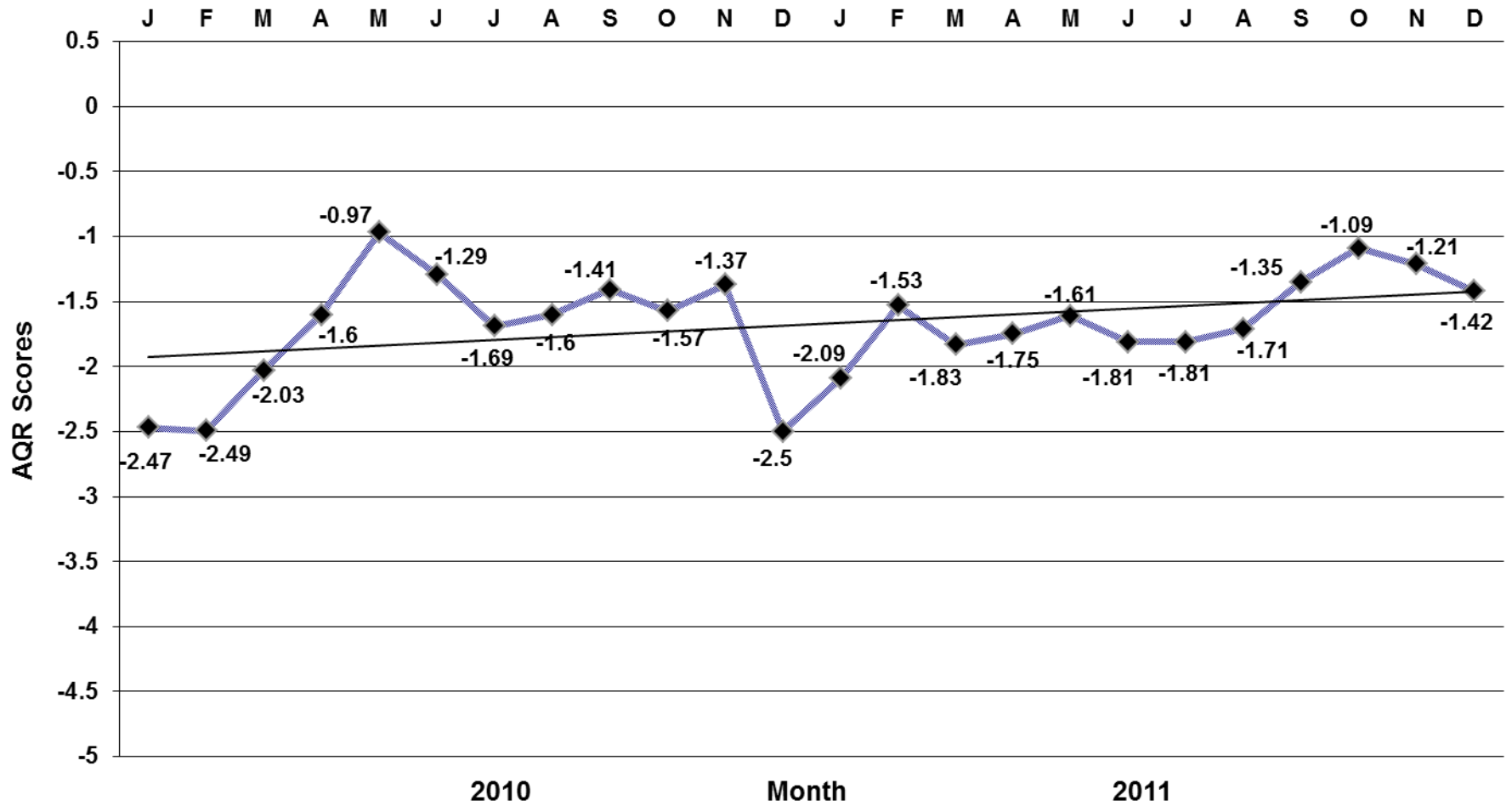
# Airline Quality Rating

American Eagle by Month



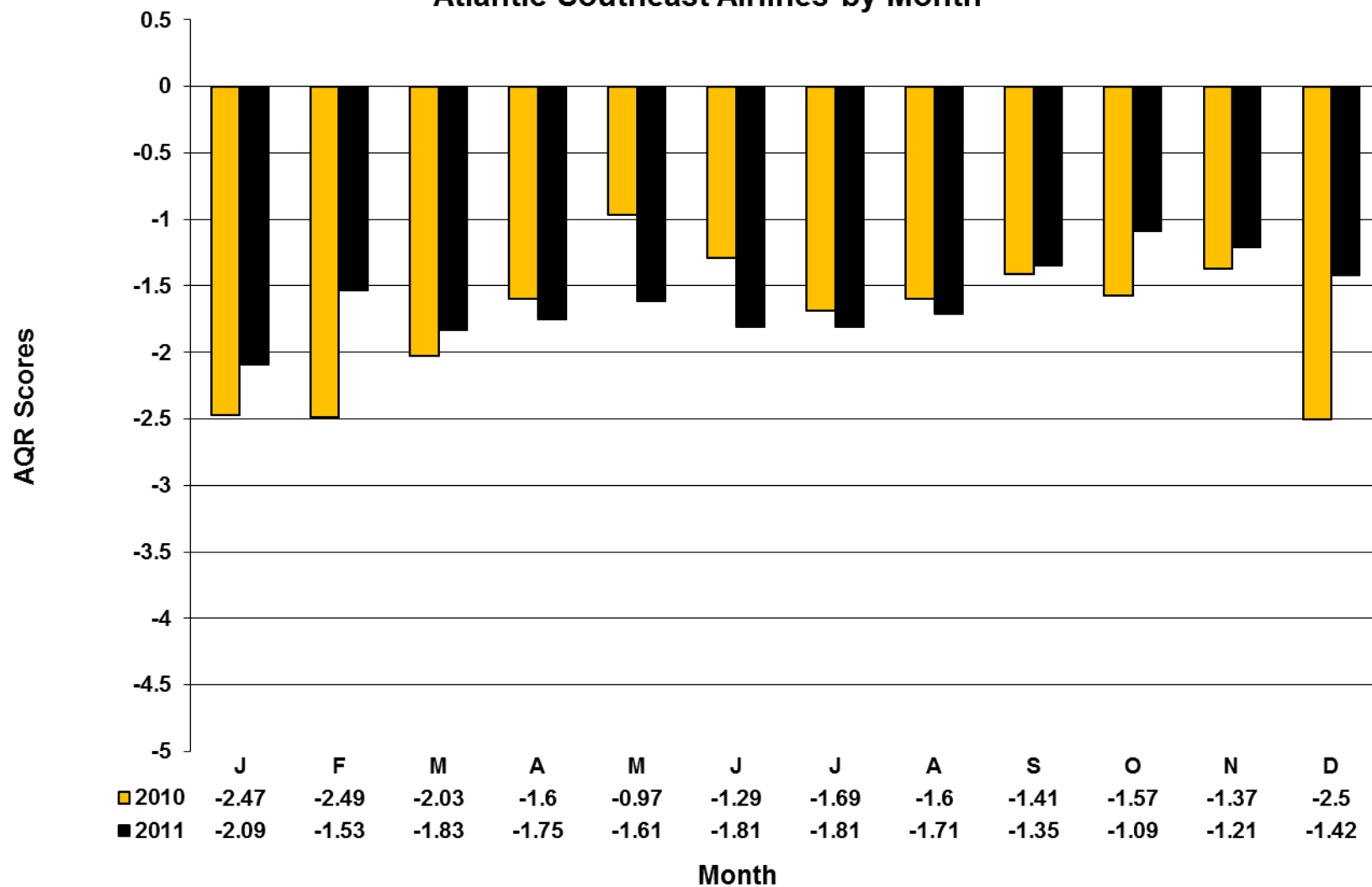
# Airline Quality Rating

Atlantic Southeast Airlines 2010 - 2011



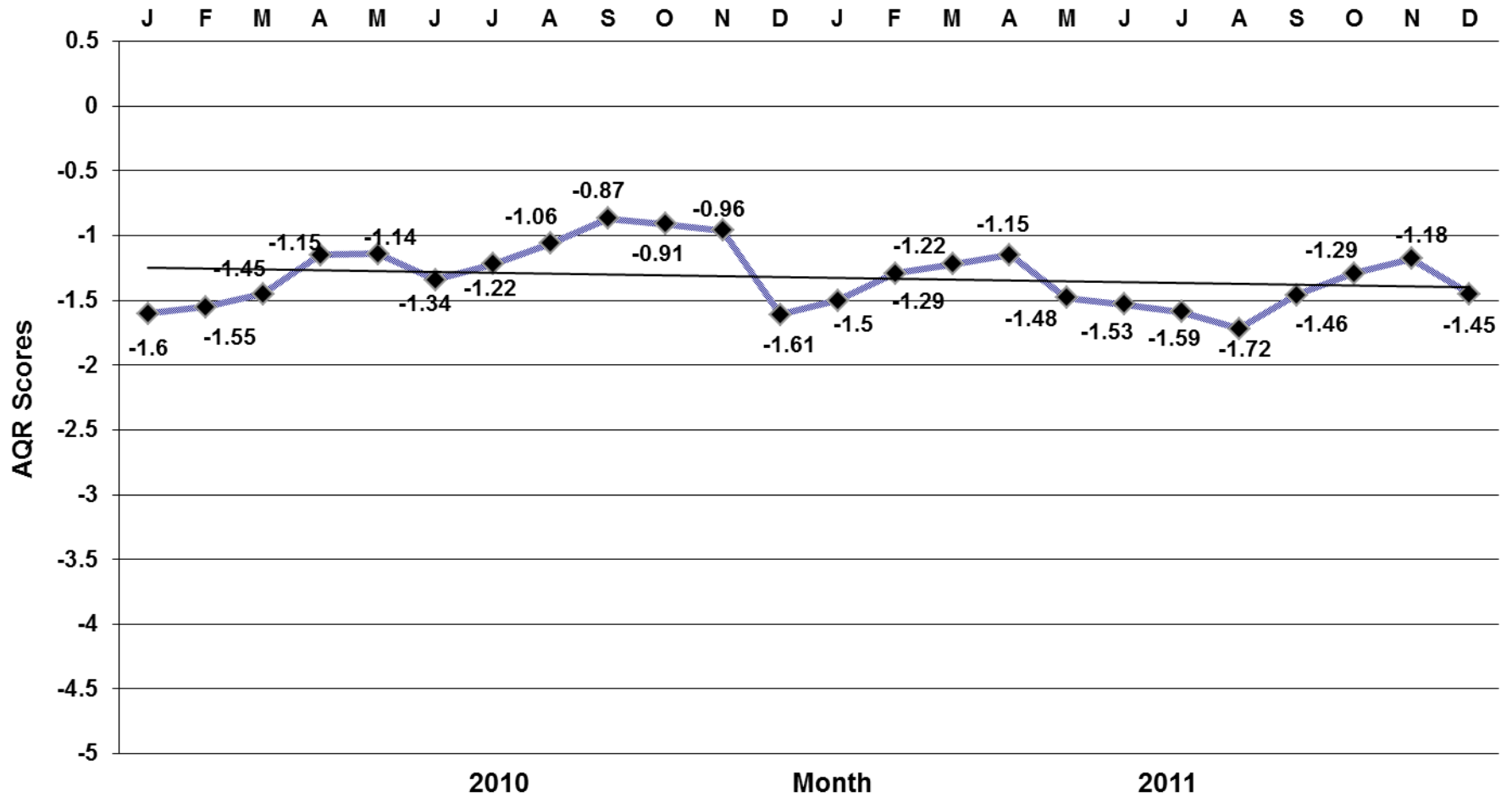
# Airline Quality Rating

Atlantic Southeast Airlines by Month



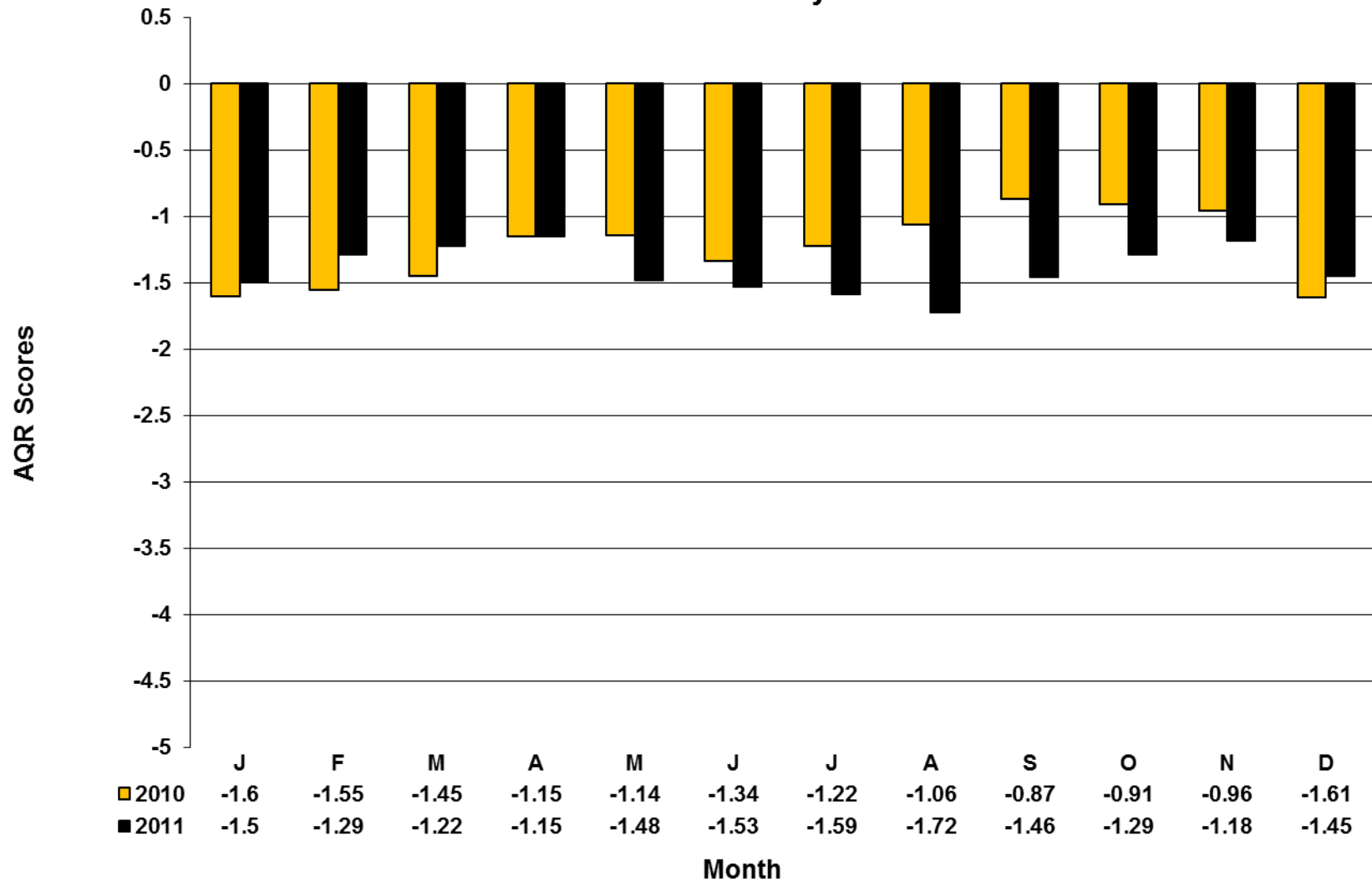
# Airline Quality Rating

Continental Airlines 2010 - 2011



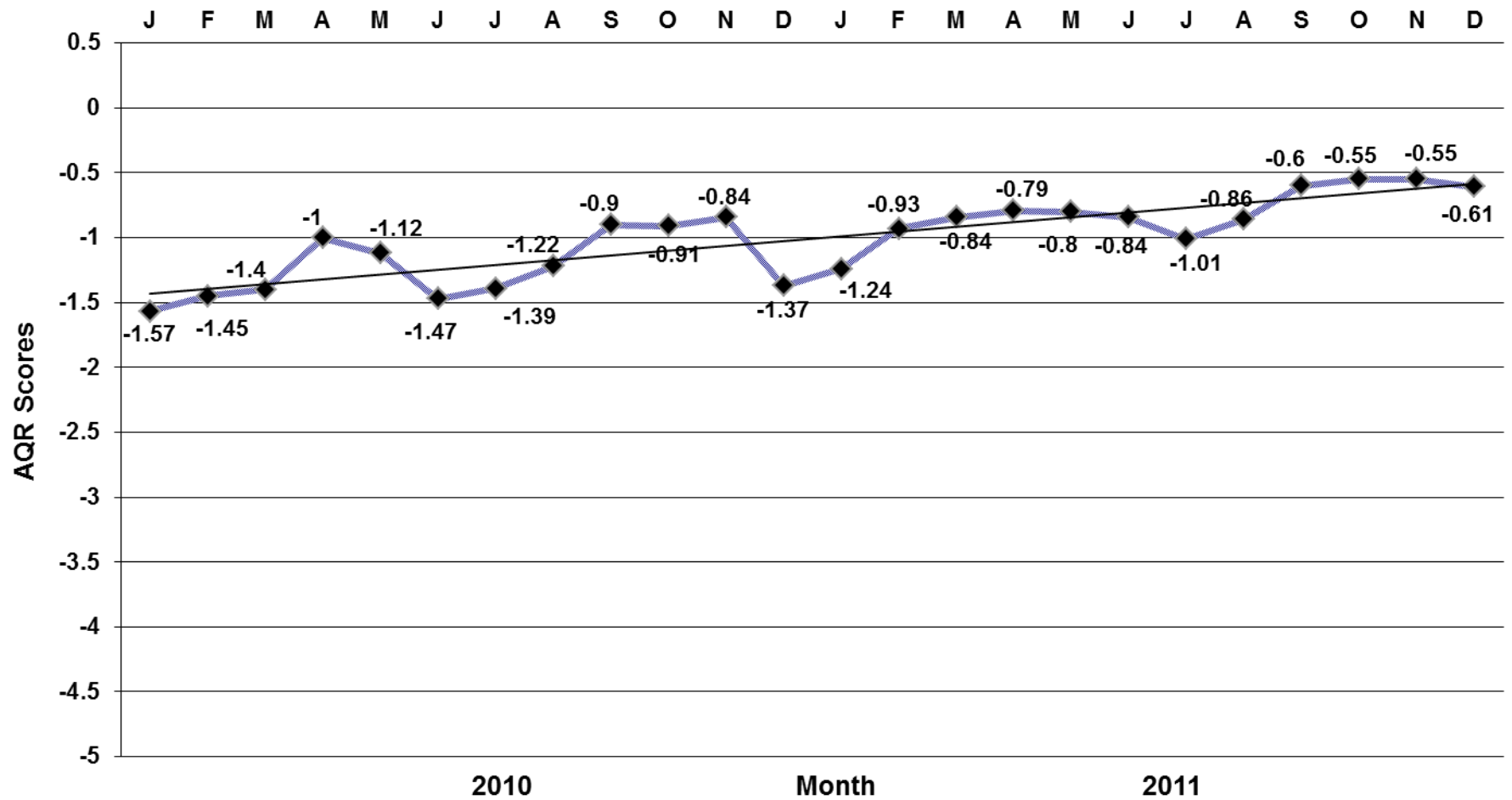
# Airline Quality Rating

Continental Airlines by Month



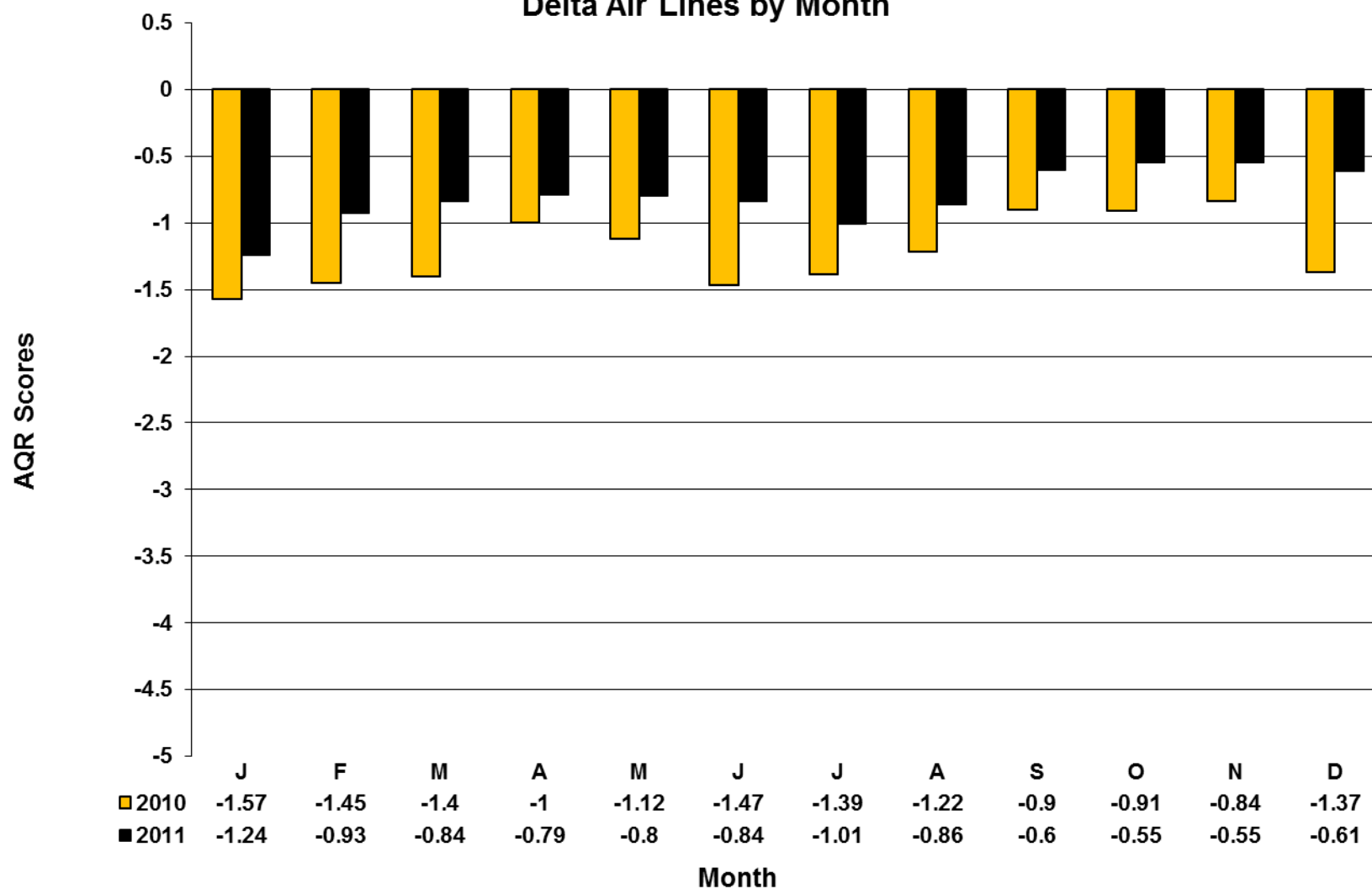
# Airline Quality Rating

Delta Air Lines 2010 - 2011



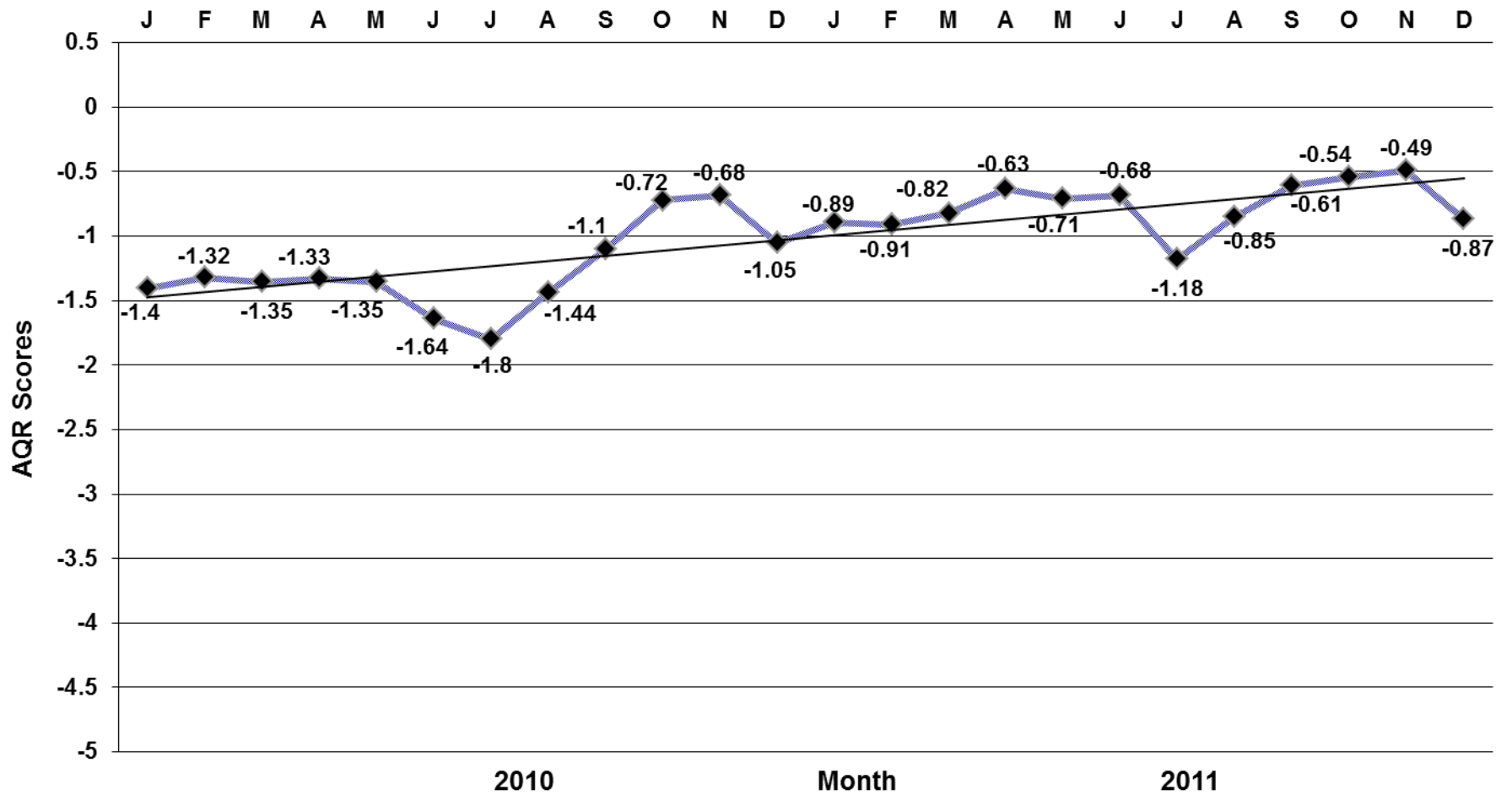
# Airline Quality Rating

Delta Air Lines by Month



# Airline Quality Rating

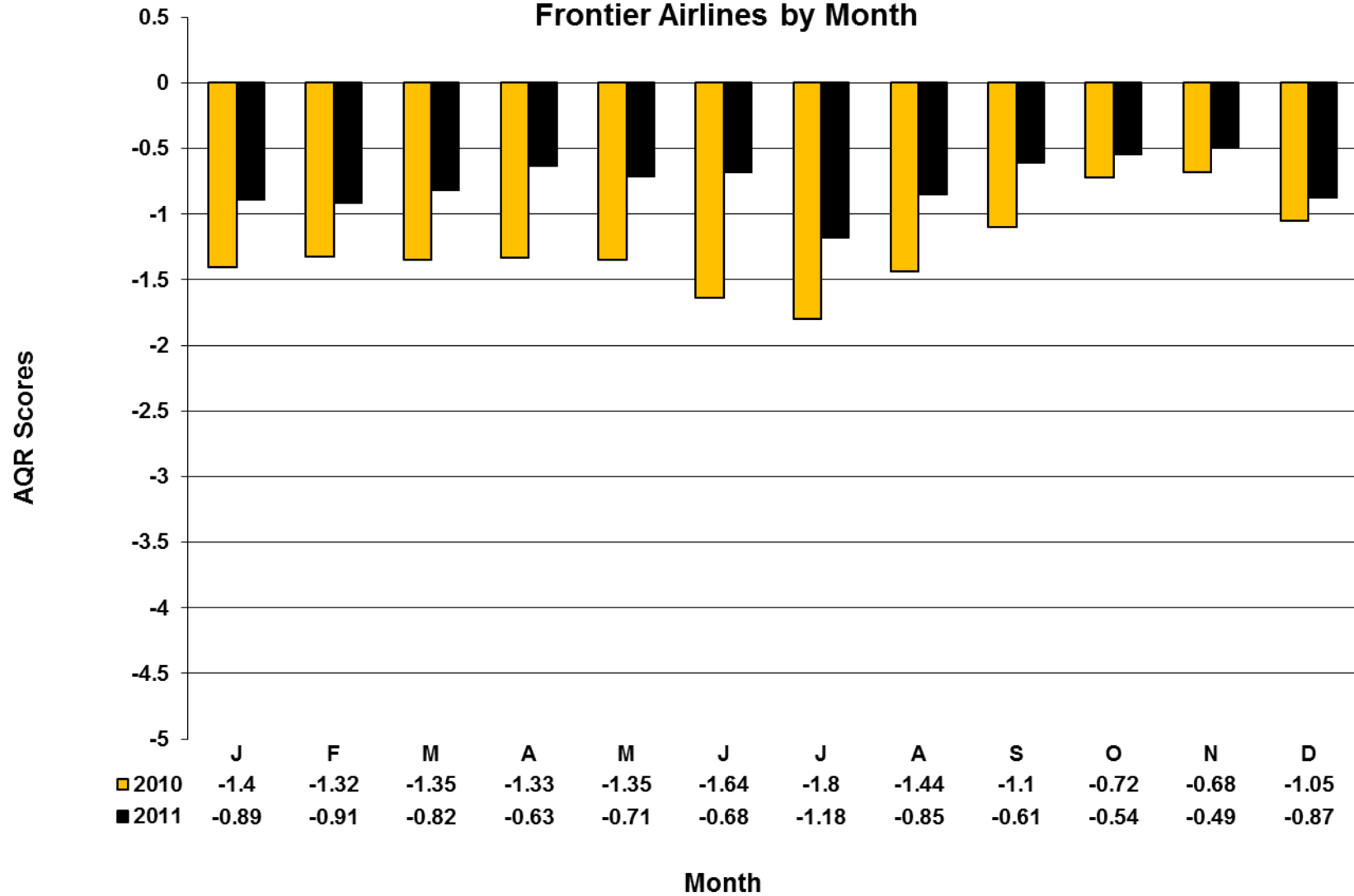
Frontier Airlines 2010 - 2011





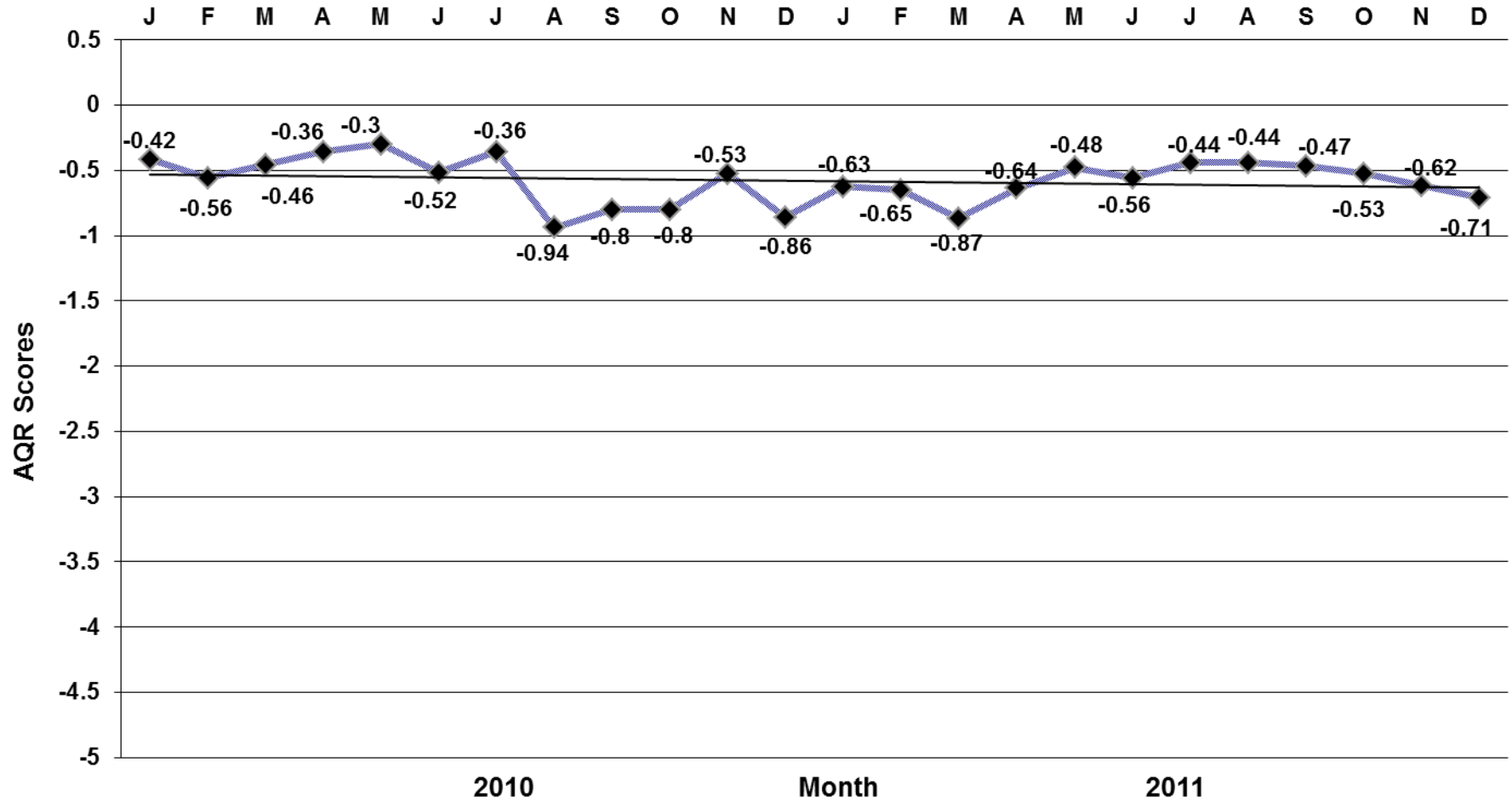
# Airline Quality Rating

Frontier Airlines by Month



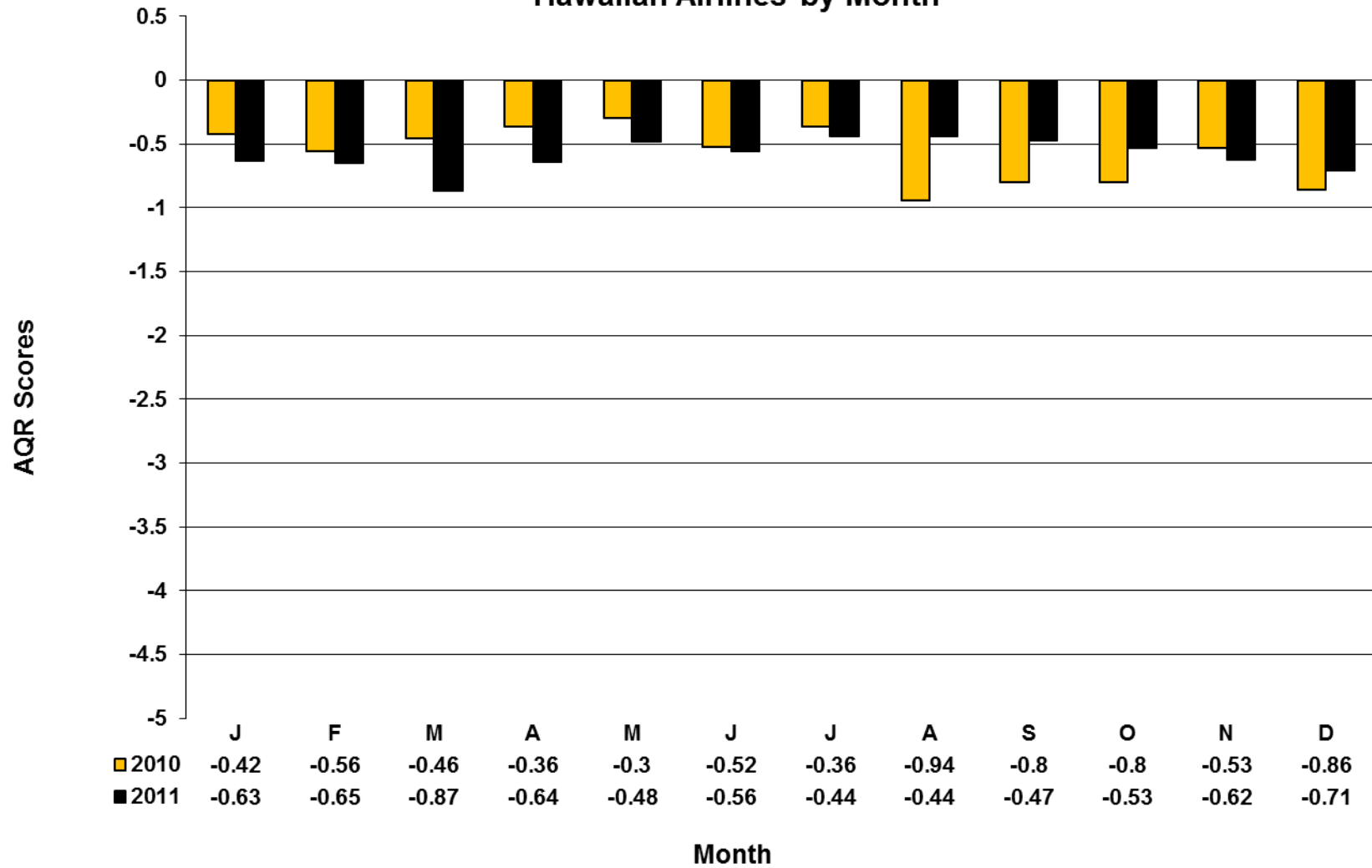
# Airline Quality Rating

Hawaiian Airlines 2010 - 2011



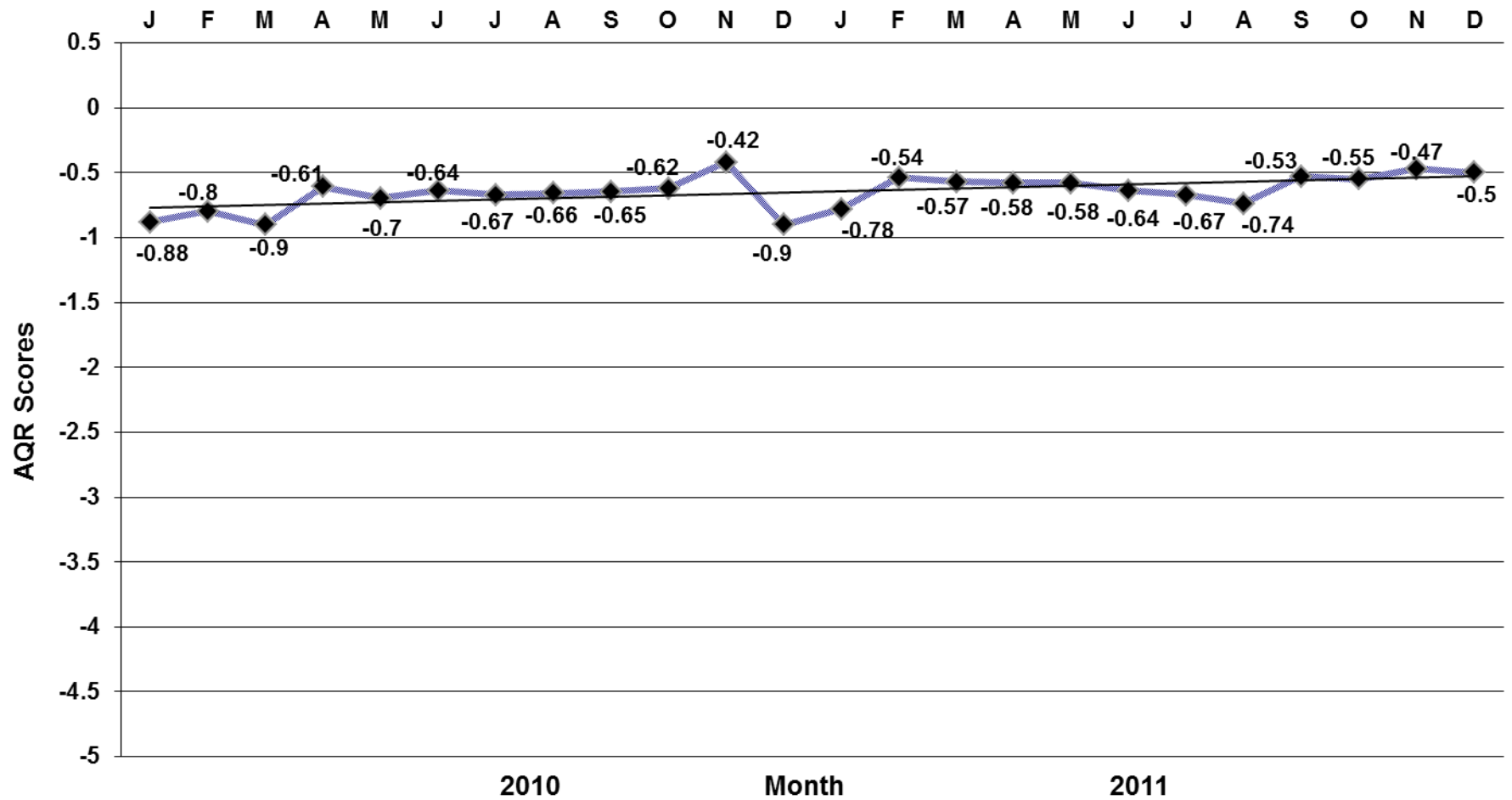
# Airline Quality Rating

Hawaiian Airlines by Month



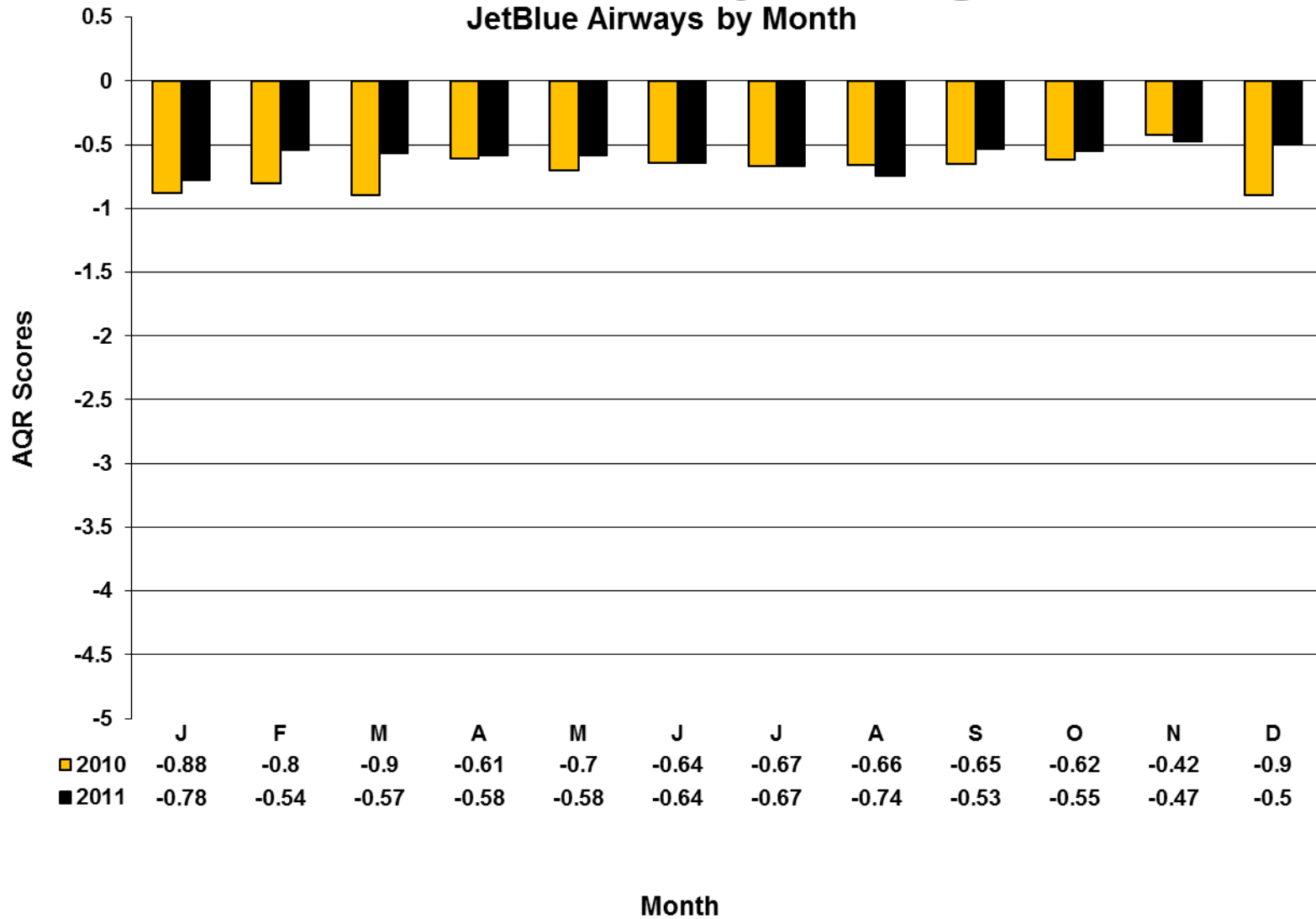
# Airline Quality Rating

JetBlue Airways 2010 - 2011



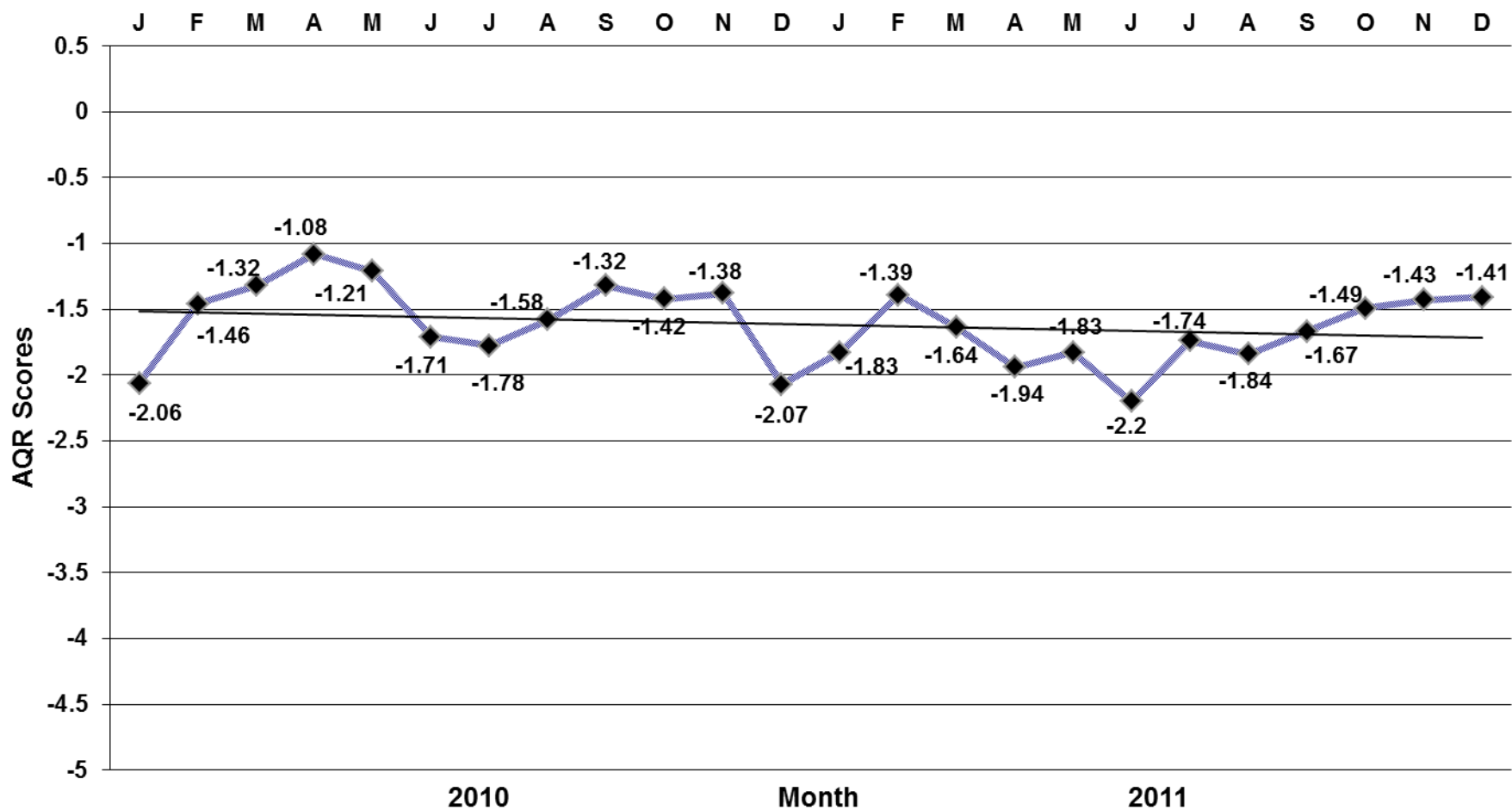
# Airline Quality Rating

JetBlue Airways by Month



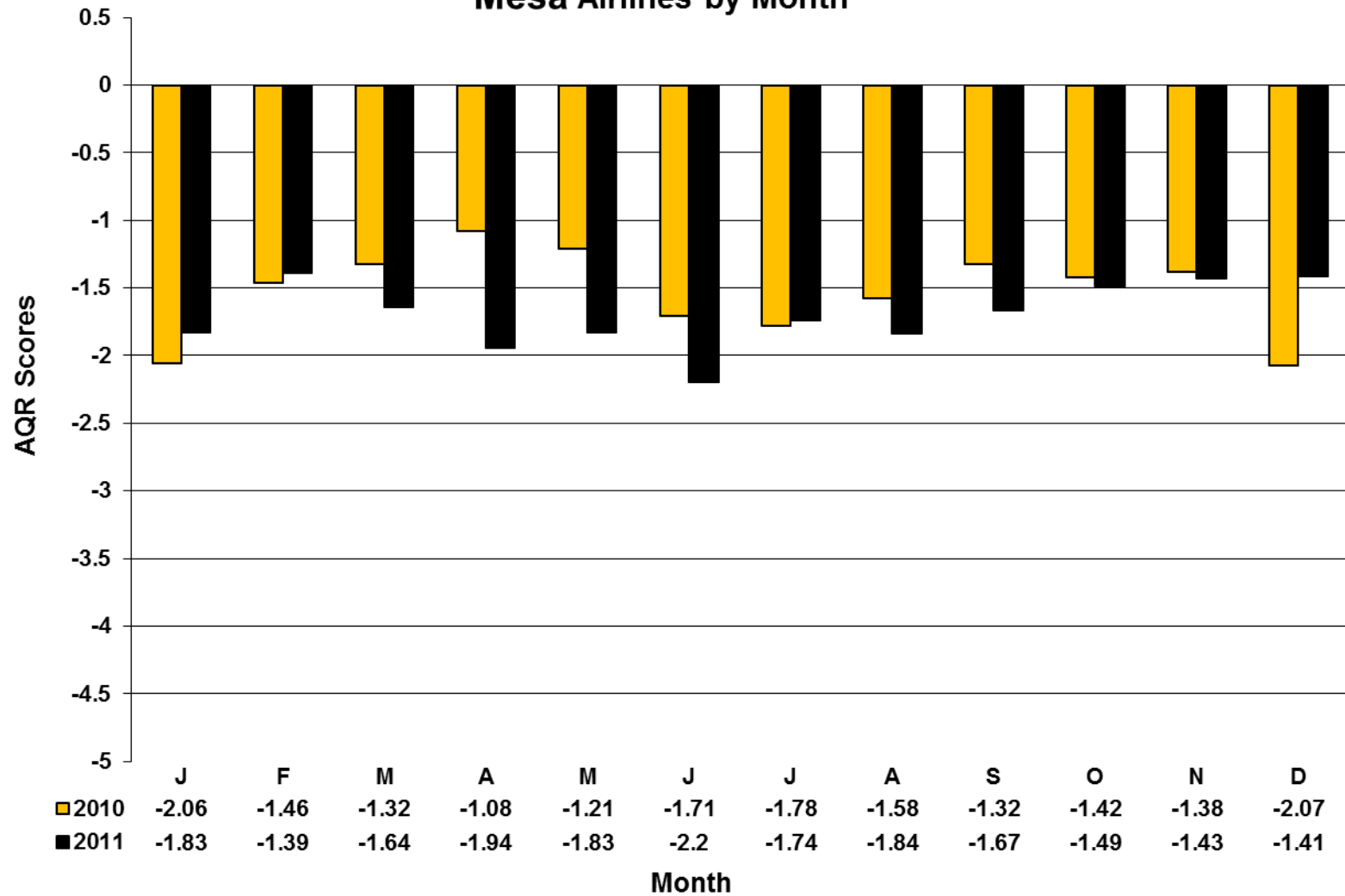
# Airline Quality Rating

Mesa Airlines 2010 - 2011



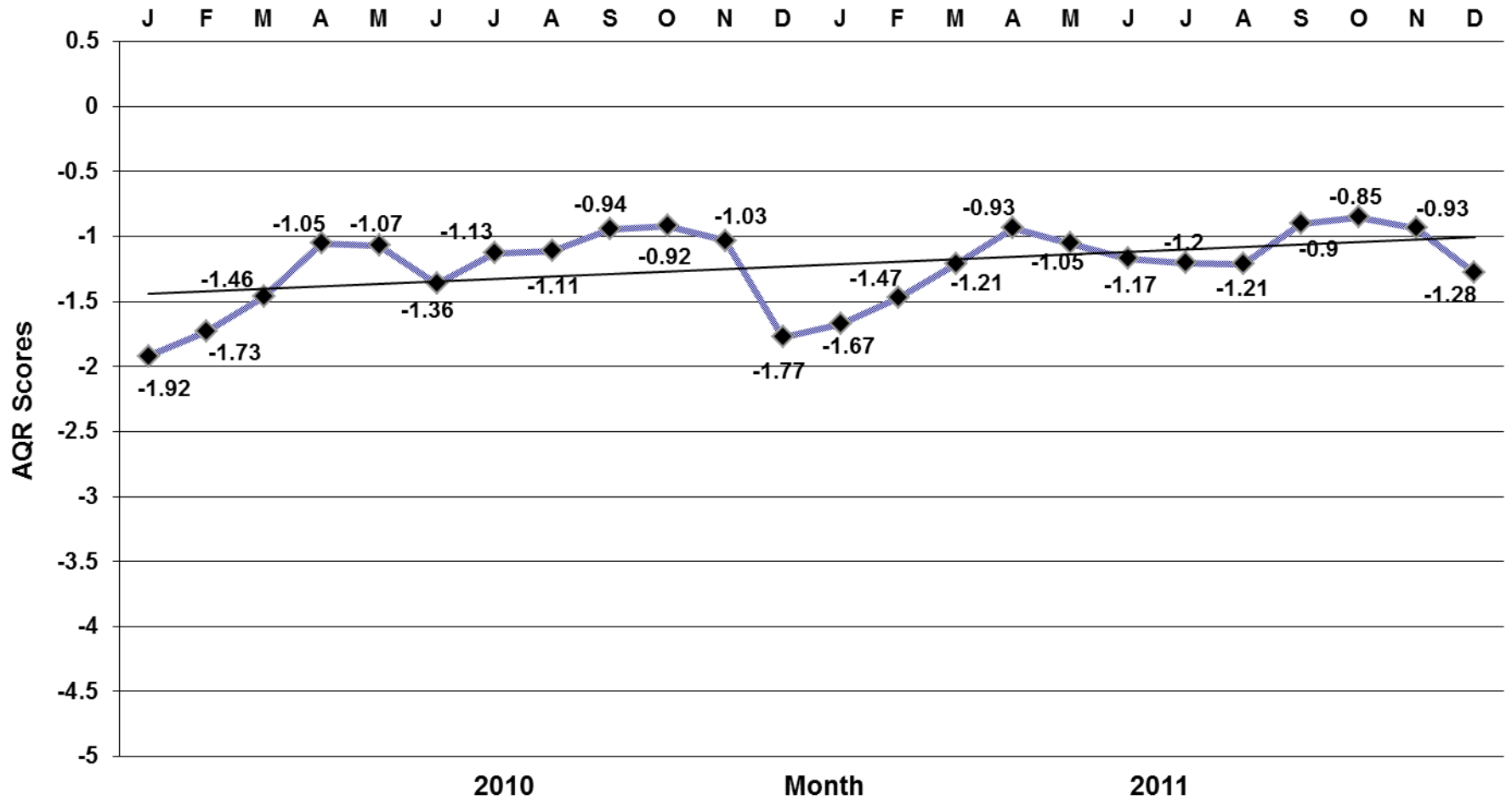
# Airline Quality Rating

Mesa Airlines by Month



# Airline Quality Rating

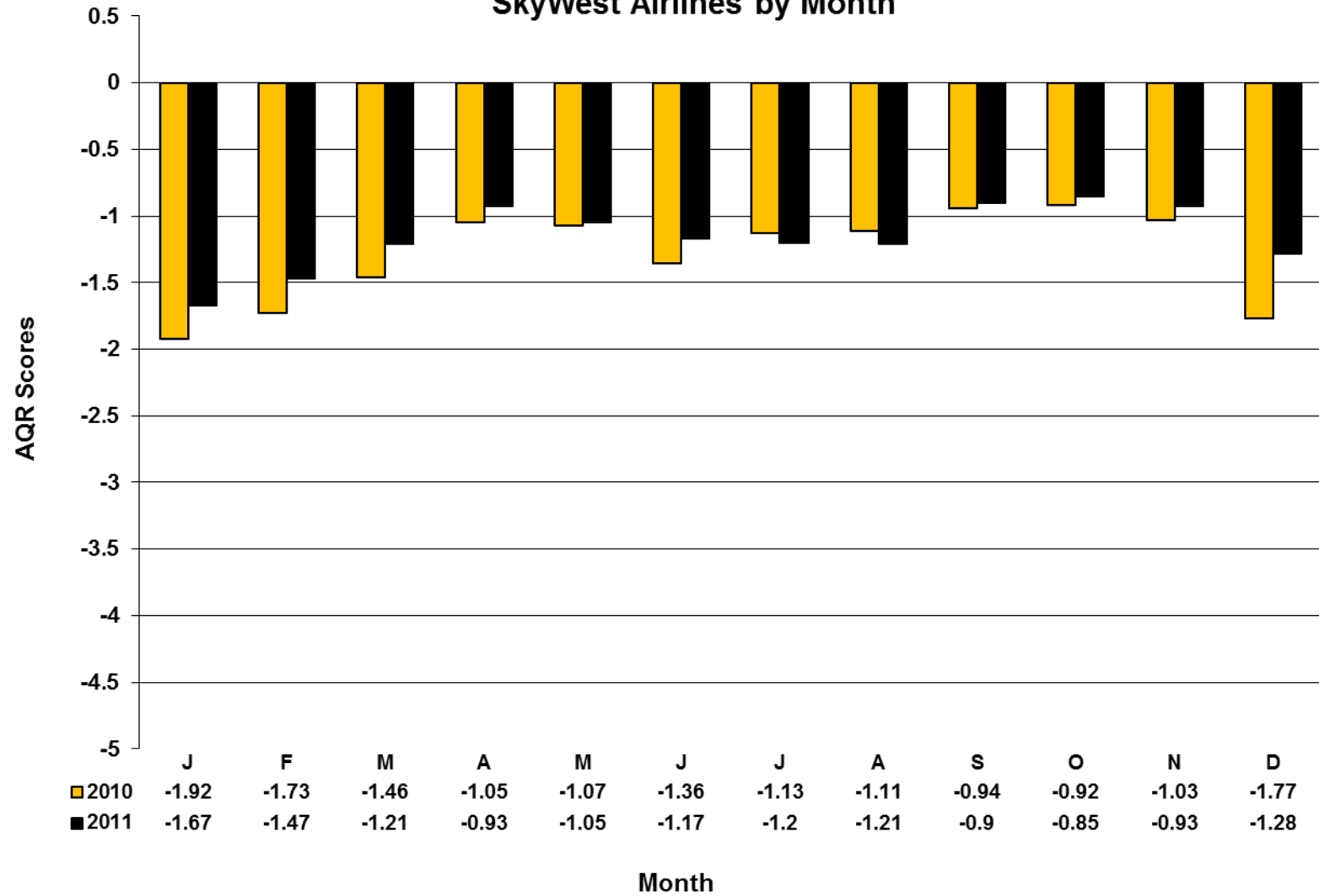
SkyWest Airlines 2010 - 2011





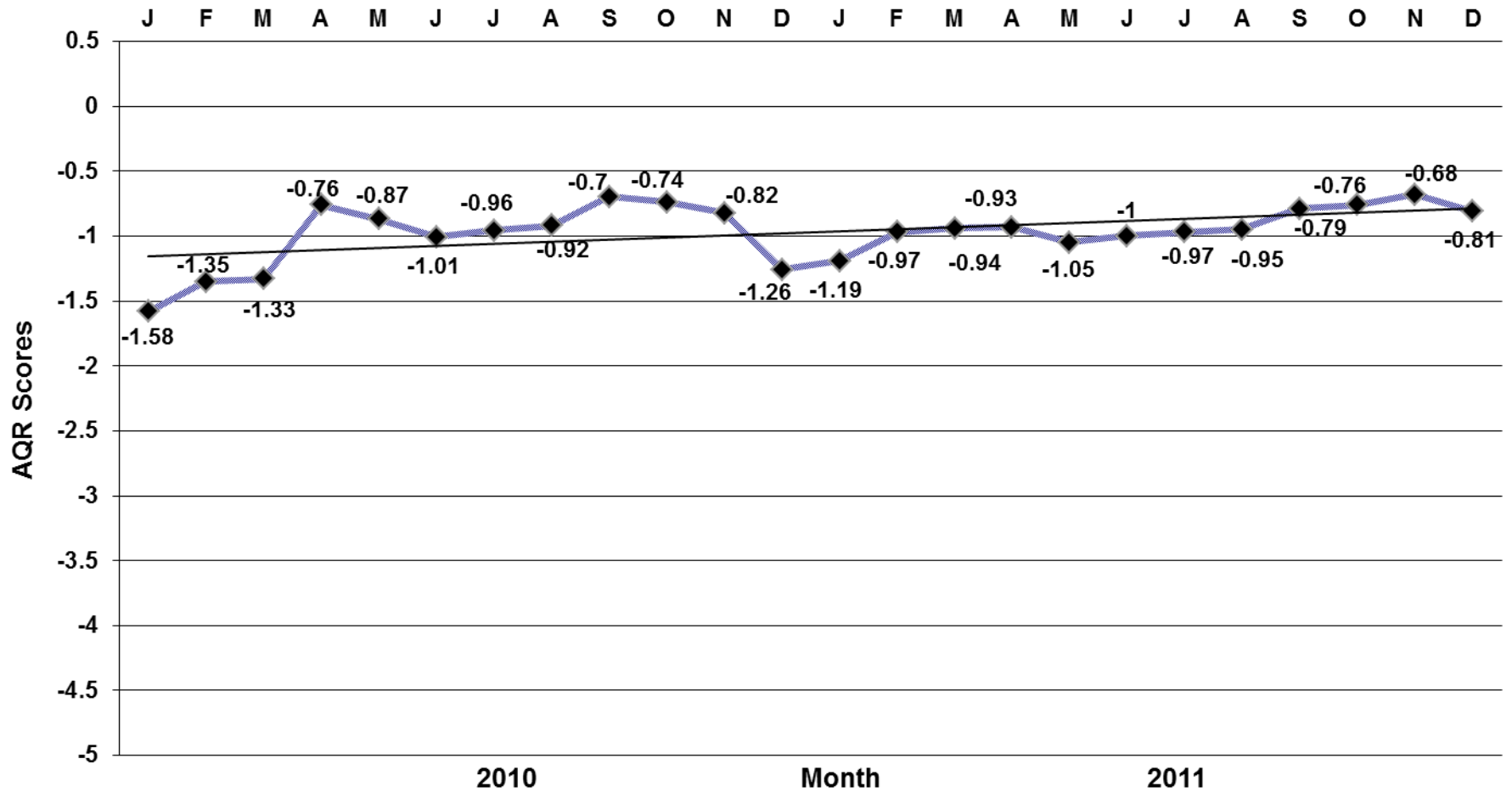
# Airline Quality Rating

SkyWest Airlines by Month



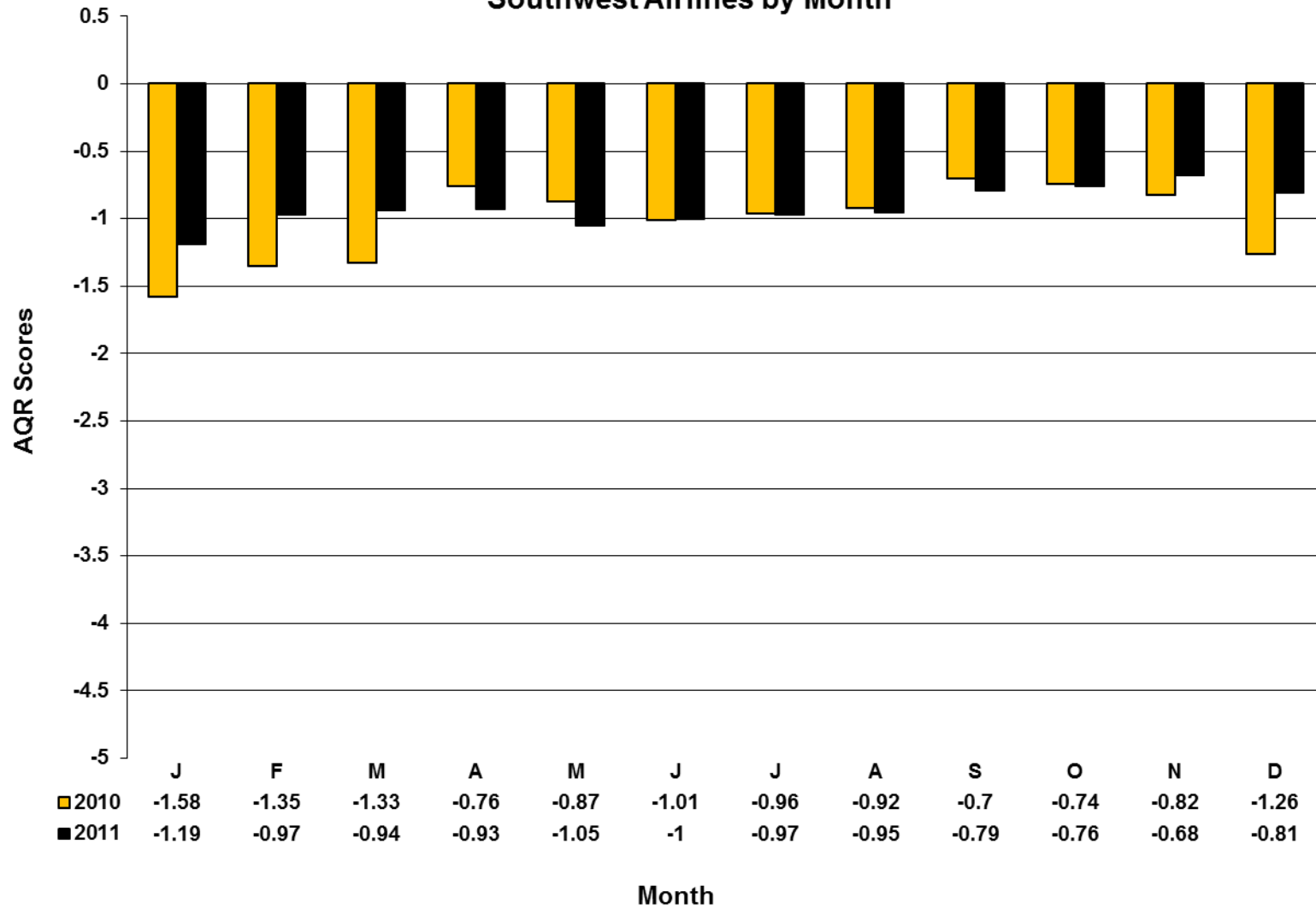
# Airline Quality Rating

Southwest Airlines 2010 - 2011



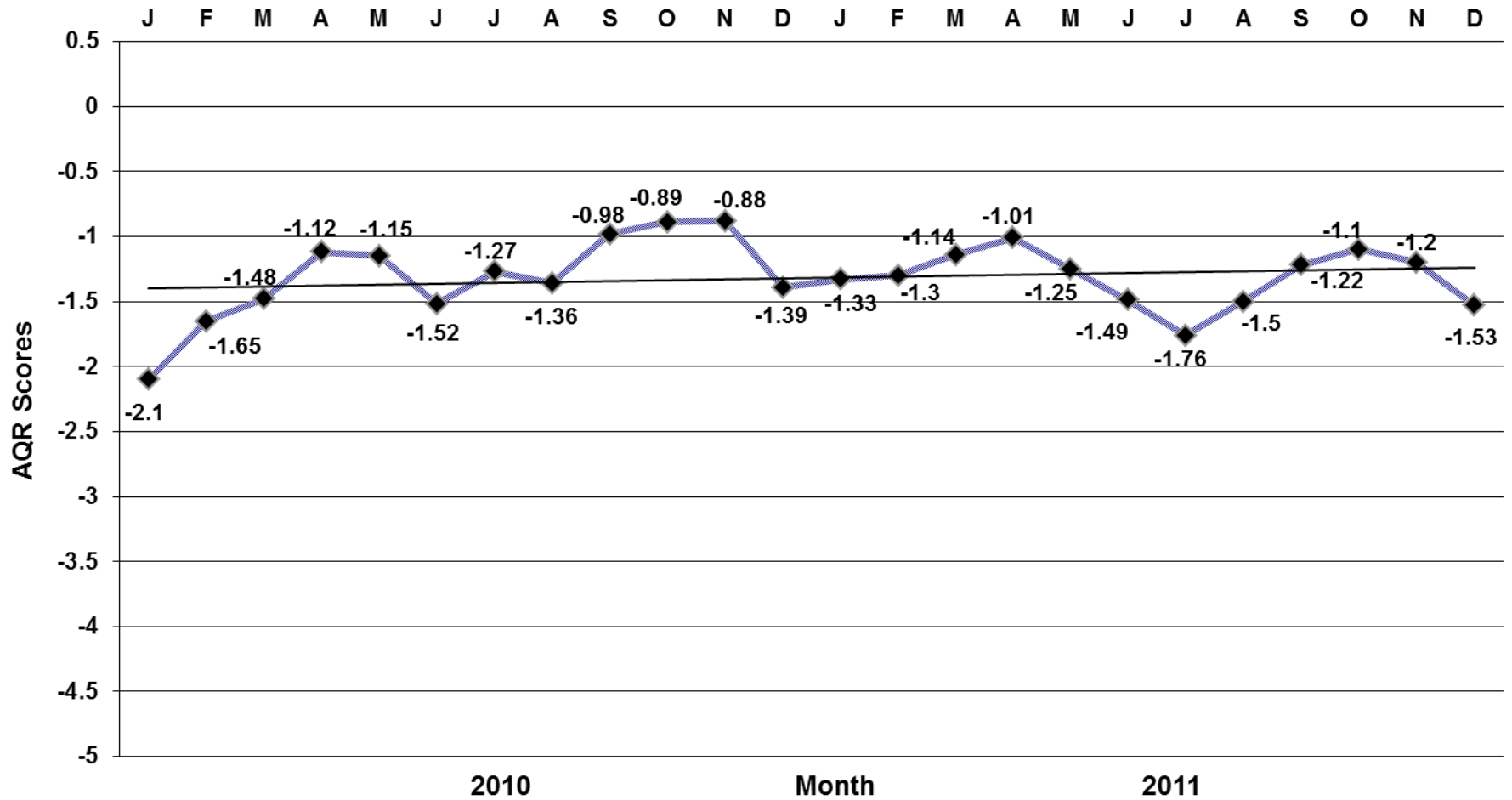
# Airline Quality Rating

Southwest Airlines by Month



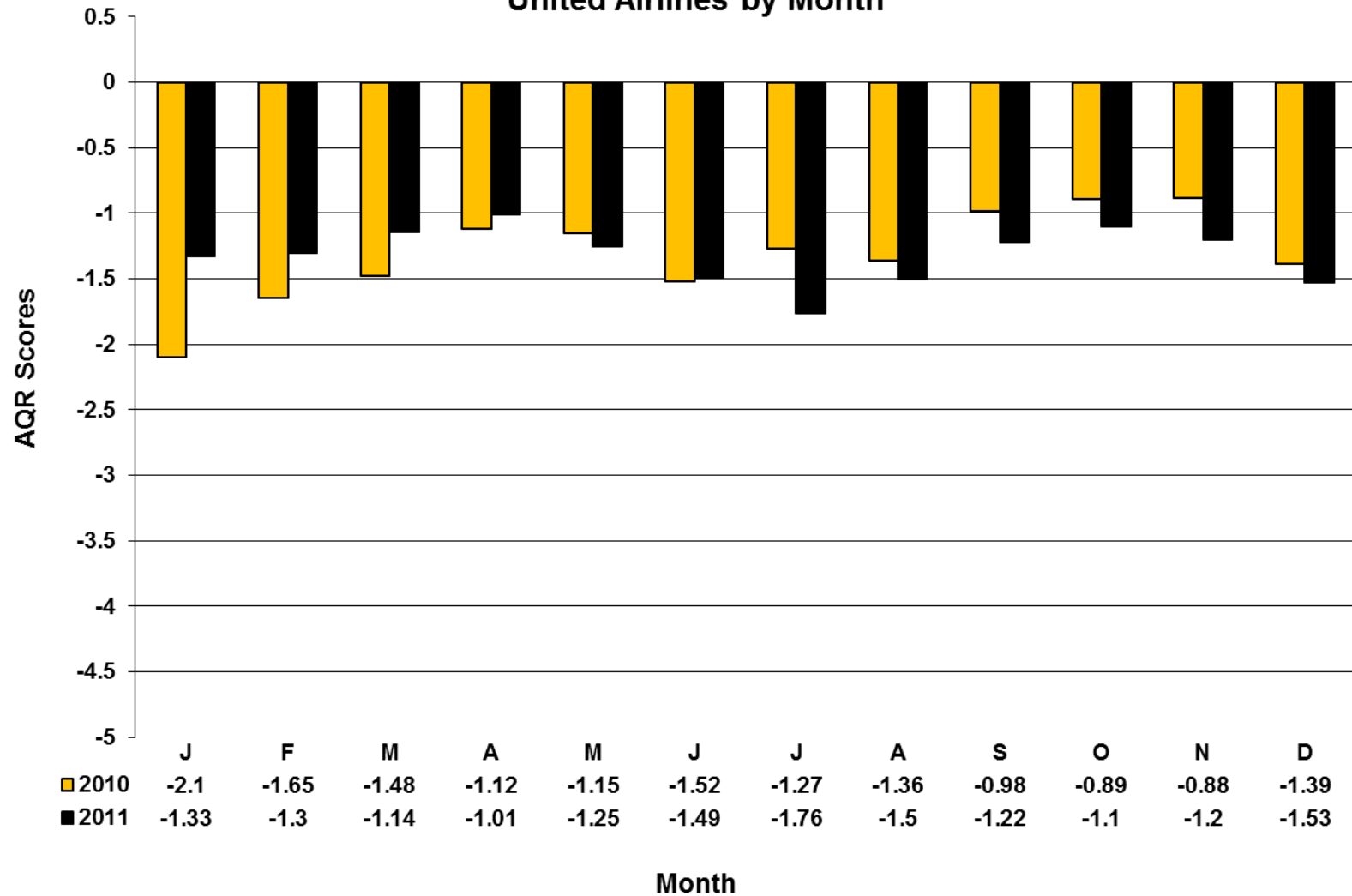
# Airline Quality Rating

United Airlines 2010 - 2011



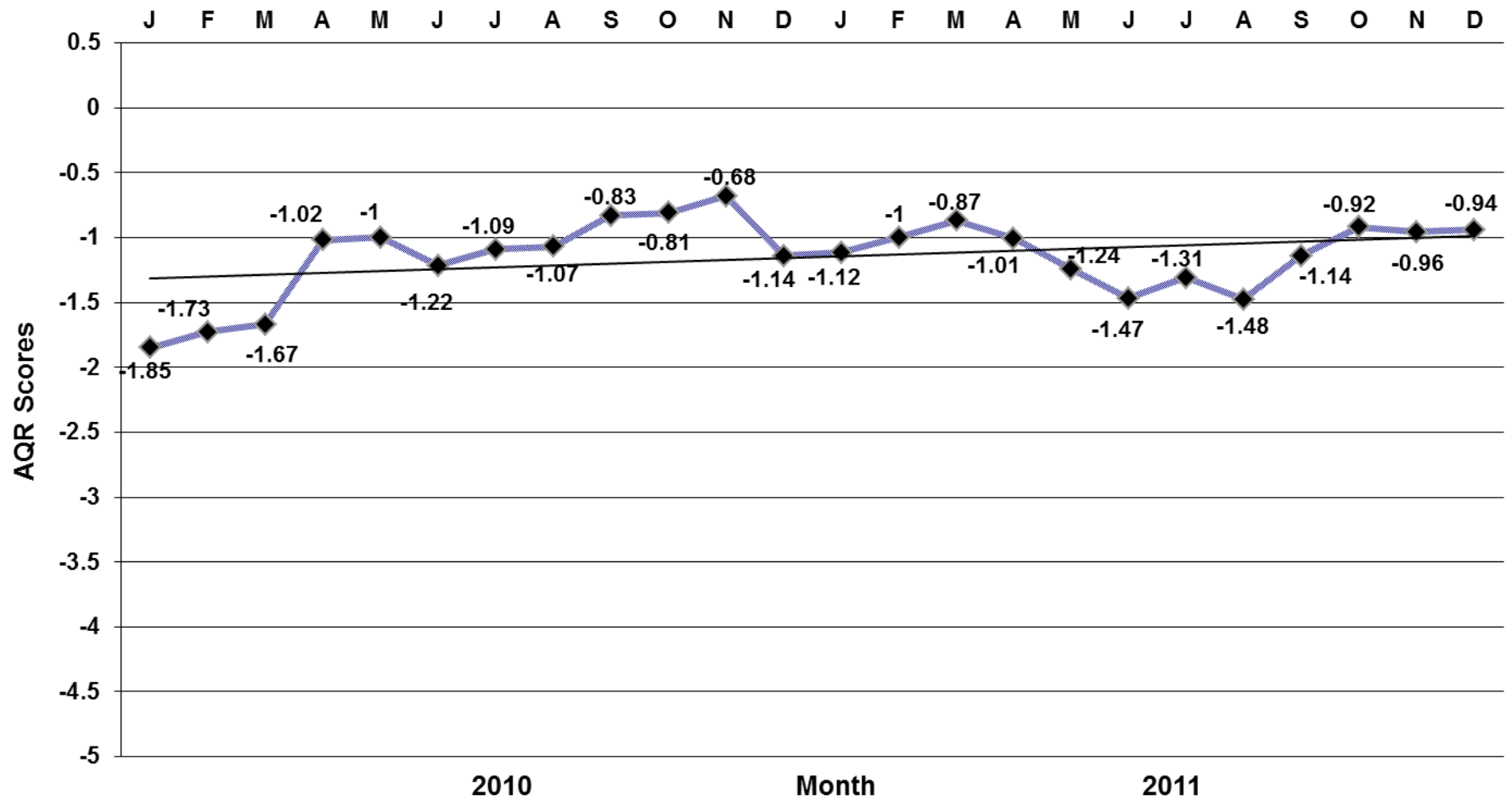
# Airline Quality Rating

United Airlines by Month



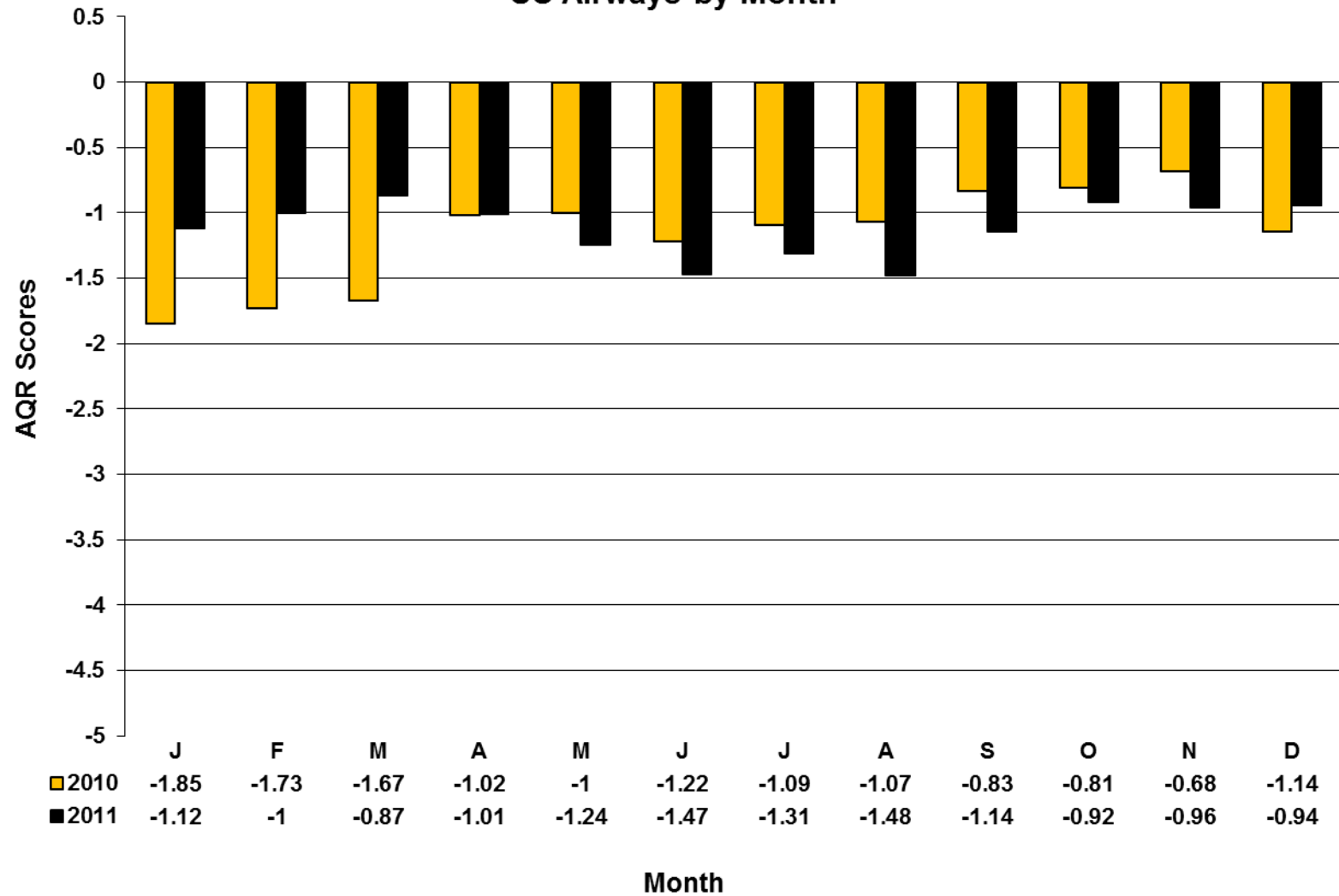
# Airline Quality Rating

US Airways 2010 - 2011



# Airline Quality Rating

US Airways by Month



## **Detail of Frequently Cited Airline Performance Criteria**

Consumer interest remains high regarding such issues as on-time performance, mishandled baggage, involuntary denied boardings (bumping), and treatment of customers. Since these criteria are central to the AQR calculations, it is important to provide more complete data for individual airlines in these areas. The following data tables provide a detailed look at the performance of each of the 15 U.S. airlines required to report performance in the specific areas of on-time arrivals, mishandled baggage, involuntary denied boardings, and consumer complaints to the Department of Transportation in 2011. The requirement is based on the criteria that an airline handled at least 1% or more of the total domestic scheduled-service passenger revenues for 2011. Data were drawn from the U.S. Department of Transportation monthly *Air Travel Consumer Report*. The final pages of this report outline the Airline Quality Rating criteria definitions for reference and clarity in more fully understanding the nature of the data reported.



### 2011 On-Time Arrival Percentage by Month for U.S. Airlines

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
<b>AirTran (FL)</b>	.776	.826	.828	.820	.859	.800	.812	.824	.895	.898	.884	.919	.844
<b>Alaska (AS)</b>	.853	.821	.826	.895	.907	.914	.909	.908	.917	.911	.848	.855	.882
<b>American (AA)</b>	.798	.710	.808	.715	.703	.770	.776	.759	.822	.831	.819	.824	.778
<b>American Eagle (MQ)</b>	.755	.627	.798	.686	.676	.745	.759	.764	.843	.850	.825	.829	.763
<b>Atlantic Southeast (EV)</b>	.714	.769	.722	.685	.737	.659	.690	.766	.812	.847	.827	.820	.752
<b>Continental (CO)</b>	.765	.755	.776	.719	.760	.748	.759	.743	.798	.816	.822	.798	.771
<b>Delta (DL)</b>	.746	.785	.784	.783	.827	.785	.799	.825	.880	.895	.888	.885	.823
<b>Frontier (F9)</b>	.757	.725	.796	.809	.738	.772	.728	.834	.870	.869	.857	.732	.792
<b>Hawaiian (HA)</b>	.912	.918	.884	.941	.914	.931	.951	.948	.955	.947	.920	.910	.928
<b>JetBlue (B6)</b>	.650	.655	.713	.684	.762	.735	.741	.616	.778	.767	.859	.840	.733
<b>Mesa (YV)</b>	.816	.826	.835	.810	.848	.790	.809	.834	.855	.881	.878	.880	.837
<b>SkyWest (OO)</b>	.735	.743	.769	.801	.815	.782	.751	.806	.851	.855	.817	.800	.793
<b>Southwest (WN)</b>	.744	.743	.799	.757	.767	.805	.838	.834	.843	.868	.886	.872	.813
<b>United (UA)</b>	.845	.793	.840	.807	.784	.746	.730	.778	.822	.824	.829	.840	.802
<b>US Airways (US)</b>	.786	.805	.828	.774	.748	.730	.755	.742	.807	.853	.875	.878	.798
<b>Industry by Month</b>	.763	.752	.794	.761	.775	.773	.784	.795	.843	.858	.856	.850	.800
Express Jet (XE) <sup>1</sup>	.771	.655	.766	.680	.716	.720	.711	.778	.779	.815	.813	.763	.747

<sup>1</sup> This airline voluntarily reports performance data. Only the 15 airlines required to report all data elements for 2011 are part of the Industry value. Performance statistics for this airline are presented for reference and comparison.

Source: *Air Travel Consumer Report*, U.S. Department of Transportation, Office of Aviation Enforcement and Proceedings.

### 2010 On-Time Arrival Percentage by Month for U.S. Airlines

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
<b>AirTran (FL)</b>	.795	.719	.783	.877	.847	.796	.797	.811	.907	.904	.886	.821	.828
<b>Alaska (AS)</b>	.858	.862	.873	.909	.915	.889	.887	.887	.905	.881	.825	.809	.876
<b>American (AA)</b>	.798	.734	.761	.832	.766	.738	.767	.807	.834	.863	.853	.805	.796
<b>American Eagle (MQ)</b>	.728	.708	.798	.823	.731	.679	.702	.795	.823	.865	.845	.740	.771
<b>Atlantic Southeast (EV)</b>	.783	.723	.778	.878	.804	.792	.785	.804	.832	.807	.819	.705	.792
<b>Comair (OH)</b>	.730	.622	.777	.823	.671	.649	.691	.764	.782	.780	.828	.631	.731
<b>Continental (CO)</b>	.823	.750	.777	.860	.825	.808	.761	.871	.869	.875	.836	.721	.814
<b>Delta (DL)</b>	.814	.747	.803	.844	.756	.702	.699	.774	.815	.829	.808	.701	.774
<b>Frontier (F9)</b>	.832	.797	.782	.851	.802	.771	.764	.838	.874	.870	.827	.766	.814
<b>Hawaiian (HA)</b>	.867	.882	.902	.935	.943	.936	.947	.956	.958	.954	.931	.876	.925
<b>JetBlue (B6)</b>	.745	.679	.721	.854	.827	.813	.752	.771	.788	.767	.791	.586	.757
<b>Mesa (YV)</b>	.800	.773	.835	.874	.839	.806	.805	.837	.889	.879	.892	.789	.833
<b>SkyWest (OO)</b>	.746	.762	.834	.837	.824	.776	.795	.803	.852	.830	.780	.644	.791
<b>Southwest (WN)</b>	.801	.798	.803	.845	.803	.784	.784	.823	.857	.775	.793	.671	.795
<b>United (UA)</b>	.837	.796	.838	.885	.848	.795	.830	.851	.897	.899	.914	.831	.852
<b>US Airways (US)</b>	.794	.753	.809	.886	.853	.834	.821	.849	.871	.840	.860	.787	.830
<b>Industry by Month</b>	.791	.755	.801	.854	.803	.769	.773	.815	.850	.834	.829	.723	.800
Express Jet (XE) <sup>1</sup>	.760	.685	.751	.838	.773	.697	.686	.831	.868	.868	.860	.717	.778
Pinnacle (9E) <sup>1</sup>	.730	.640	.842	.866	.772	.755	.764	.817	.846	.867	.861	.655	.785

<sup>1</sup> This airline is not included in the Industry value. Only 16 airlines that are required to report all data elements for 2010 are part of the Industry value. Performance statistics are presented here for reference and comparison.

Source: *Air Travel Consumer Report*, U.S. Department of Transportation, Office of Aviation Enforcement and Proceedings.

## 2011 Involuntary Denied Boardings by Quarter for U.S. Airlines

(per 10,000 passengers)

	<b>1st Quarter</b>	<b>2nd Quarter</b>	<b>3rd Quarter</b>	<b>4th Quarter</b>	<b>Annual</b>
<b>AirTran (FL)</b>	0.44	0.42	0.56	0.88	0.57
<b>Alaska (AS)</b>	1.17	0.91	0.59	0.69	0.82
<b>American (AA)</b>	1.23	0.84	0.84	0.78	0.92
<b>American Eagle (MQ)</b>	2.74	3.07	1.86	1.38	2.24
<b>Atlantic Southeast (EV)</b>	0.56	0.93	1.06	1.07	0.91
<b>Continental (CO)</b>	1.49	1.68	1.63	1.12	1.49
<b>Delta (DL)</b>	0.29	0.29	0.38	0.30	0.31
<b>Frontier (F9)</b>	1.11	0.94	1.08	0.78	0.97
<b>Hawaiian (HA)</b>	0.12	0.04	0.01	0.26	0.11
<b>JetBlue (B6)</b>	0.02	0.00	0.01	0.02	0.01
<b>Mesa (YV)</b>	1.69	3.01	1.84	2.68	2.27
<b>SkyWest (OO)</b>	0.79	0.54	0.73	0.68	0.68
<b>Southwest (WN)</b>	0.85	0.73	0.55	0.49	0.65
<b>United (UA)</b>	1.14	0.86	1.18	0.86	1.01
<b>US Airways (US)</b>	0.93	1.13	0.81	0.87	0.94
<b>Industry by Quarter</b>	<b>0.88</b>	<b>0.82</b>	<b>0.76</b>	<b>0.68</b>	<b>0.78</b>
 Express Jet (RU) <sup>1</sup>	 1.58	 1.87	 2.10	 1.67	 1.82

<sup>1</sup> This airline voluntarily reports performance data. Only the 15 airlines required to report all data elements for 2011 are part of the Industry value. Performance statistics are presented for reference and comparison.

Source: *Air Travel Consumer Report*, U.S. Department of Transportation, Office of Aviation Enforcement and Proceedings

**2010 Involuntary Denied Boardings by Quarter for U.S. Airlines**  
(per 10,000 passengers)

	<b>1st Quarter</b>	<b>2nd Quarter</b>	<b>3rd Quarter</b>	<b>4th Quarter</b>	<b>Annual</b>
<b>AirTran (FL)</b>	0.51	0.49	0.30	0.26	0.39
<b>Alaska (AS)</b>	1.61	0.56	1.47	1.09	1.18
<b>American (AA)</b>	1.28	0.91	0.54	0.75	0.86
<b>American Eagle (MQ)</b>	4.59	5.01	3.80	2.79	4.02
<b>Atlantic Southeast (EV)</b>	0.53	0.61	0.64	0.47	0.56
<b>Comair (OH)</b>	1.00	0.67	0.61	0.36	0.64
<b>Continental (CO)</b>	2.73	1.96	1.20	1.48	1.82
<b>Delta (DL)</b>	0.63	0.40	0.34	0.29	0.41
<b>Frontier (F9)</b>	2.36	3.02	2.66	0.84	2.26
<b>Hawaiian (HA)</b>	0.14	0.03	0.00	0.01	0.04
<b>JetBlue (B6)</b>	0.01	0.00	0.00	0.02	0.01
<b>Mesa (YV)</b>	2.18	2.56	2.70	2.79	2.55
<b>SkyWest (OO)</b>	1.27	0.53	0.48	0.58	0.70
<b>Southwest (WN)</b>	2.59	1.02	0.77	0.76	1.24
<b>United (UA)</b>	1.92	0.96	1.25	1.00	1.27
<b>US Airways (US)</b>	2.96	1.56	1.22	0.91	1.61
 <b>Industry by Quarter</b>	 1.72	 1.04	 0.85	 0.77	 1.08
 Express Jet (XE) <sup>1</sup>	 2.64	 1.96	 1.44	 1.71	 1.90
Pinnacle (9E) <sup>1</sup>	0.74	0.71	0.95	0.56	0.74

<sup>1</sup>This airline is not included in the Industry value. Only the 16 airlines that are required to report all data elements for 2010 are part of the Industry value. Performance statistics are presented here for reference and comparison.

Source: *Air Travel Consumer Report*, U.S. Department of Transportation, Office of Aviation Enforcement and Proceedings.

## 2011 Mishandled Baggage by Month for U.S. Airlines

(per 1,000 passengers)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
<b>AirTran (FL)</b>	1.97	1.62	1.58	1.52	1.67	1.81	1.77	1.87	1.43	1.36	1.45	1.49	1.63
<b>Alaska (AS)</b>	3.43	2.75	3.02	2.89	2.94	2.92	3.13	2.95	2.58	2.25	2.67	2.82	2.87
<b>American (AA)</b>	4.33	4.33	3.43	4.12	4.27	3.64	3.84	3.66	2.76	2.47	2.61	3.23	3.55
<b>American Eagle (MQ)</b>	9.19	9.33	7.00	8.13	8.67	7.30	7.97	7.68	6.00	5.20	5.50	6.67	7.32
<b>Atlantic Southeast (EV)</b>	8.22	5.86	6.47	5.89	5.47	5.80	5.66	5.41	4.52	3.99	4.18	5.16	5.52
<b>Continental (CO)</b>	3.44	3.00	2.85	2.54	3.37	3.57	3.88	3.67	2.95	3.17	3.09	4.44	3.35
<b>Delta (DL)</b>	3.77	2.93	2.93	2.66	2.84	2.99	3.26	2.50	2.03	1.90	1.95	2.28	2.66
<b>Frontier (F9)</b>	2.39	2.96	2.15	1.99	2.03	2.21	2.47	2.22	1.79	1.96	1.81	2.81	2.21
<b>Hawaiian (HA)</b>	2.99	3.22	3.33	2.49	2.49	2.48	2.33	2.10	2.26	2.38	2.59	2.97	2.63
<b>JetBlue (B6)</b>	2.52	2.22	2.31	2.21	2.07	2.20	2.40	2.64	1.95	1.94	1.85	2.20	2.21
<b>Mesa (YV)</b>	5.81	4.60	4.52	5.08	5.11	6.16	5.44	5.27	4.60	3.95	3.83	3.61	4.87
<b>SkyWest (OO)</b>	5.85	4.98	4.35	3.64	4.02	3.99	4.34	3.90	3.30	3.25	3.52	4.64	4.13
<b>Southwest (WN)</b>	4.52	3.64	3.51	3.47	3.85	3.85	3.91	3.76	3.17	3.25	3.00	3.59	3.65
<b>United (UA)</b>	3.67	3.19	2.67	2.44	2.90	3.60	3.67	3.35	2.44	2.76	3.07	4.25	3.66
<b>US Airways (US)</b>	3.04	2.52	2.42	2.36	2.83	3.24	3.14	3.21	2.66	2.27	2.24	2.42	2.70
<b>Industry by Month</b>	<b>4.13</b>	<b>3.53</b>	<b>3.25</b>	<b>3.21</b>	<b>3.49</b>	<b>3.54</b>	<b>3.69</b>	<b>3.41</b>	<b>2.78</b>	<b>2.68</b>	<b>2.69</b>	<b>3.30</b>	<b>3.35</b>
Express Jet (XE) <sup>1</sup>	6.58	6.12	5.85	4.04	4.51	4.67	4.90	4.64	3.90	3.85	3.92	5.50	4.82

<sup>1</sup>This airline voluntarily reports performance data. Only the 15 airlines required to report all data elements for 2011 are part of the Industry value. Performance statistics are presented here for reference and comparison.

Source: *Air Travel Consumer Report*, U.S. Department of Transportation, Office of Aviation Enforcement and Proceedings.

## 2010 Mishandled Baggage by Month for U.S. Airlines

(per 1,000 passengers)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
<b>AirTran (FL)</b>	2.02	1.74	1.51	1.31	1.52	1.66	1.75	1.83	1.50	1.41	1.43	1.97	1.63
<b>Alaska (AS)</b>	3.70	2.72	2.64	2.49	3.07	3.53	3.61	3.46	2.73	2.52	3.22	3.58	3.13
<b>American (AA)</b>	4.72	4.24	4.33	3.08	3.87	4.41	4.15	3.84	3.09	2.84	2.91	4.36	3.82
<b>American Eagle (MQ)</b>	9.59	8.40	7.25	5.95	6.91	7.69	7.01	6.90	6.23	5.81	5.99	8.87	7.15
<b>Atlantic Southeast (EV)</b>	9.95	9.68	8.00	6.27	3.98	4.56	6.29	5.76	5.74	6.27	5.53	9.92	6.71
<b>Comair (OH)</b>	7.66	5.51	4.62	4.07	5.10	6.02	6.41	5.73	3.90	3.85	3.76	7.57	5.28
<b>Continental (CO)</b>	3.11	2.71	2.50	2.06	2.27	2.49	3.09	2.56	2.14	2.14	2.27	4.43	2.65
<b>Delta (DL)</b>	4.72	4.04	3.80	2.78	3.50	3.47	3.80	3.23	2.58	2.80	2.70	4.90	3.49
<b>Frontier (F9)</b>	2.97	2.78	2.86	2.05	2.59	2.68	2.74	2.63	1.99	2.23	2.21	3.33	2.58
<b>Hawaiian (HA)</b>	1.96	1.89	1.65	1.61	1.82	1.83	1.69	1.61	2.88	3.20	2.98	3.78	2.23
<b>JetBlue (B6)</b>	3.41	2.82	2.85	2.13	2.15	2.38	2.60	2.46	2.17	2.11	1.93	2.98	2.48
<b>Mesa (YV)</b>	5.87	4.35	3.67	2.59	2.57	4.53	4.23	3.91	3.13	3.57	3.42	5.93	3.97
<b>SkyWest (OO)</b>	6.28	5.70	4.95	4.07	4.43	5.11	4.43	4.18	3.65	3.67	3.91	6.62	4.72
<b>Southwest (WN)</b>	4.25	3.40	3.32	2.71	3.09	3.60	3.72	3.57	2.77	2.86	3.13	4.76	3.43
<b>United (UA)</b>	5.14	4.21	3.72	2.94	3.05	3.83	3.37	3.31	2.56	2.42	2.41	4.13	3.40
<b>US Airways (US)</b>	3.45	3.22	2.92	2.07	2.27	2.53	2.60	2.36	1.96	2.15	1.88	3.49	2.56
<b>Industry by Month</b>	4.58	3.93	3.65	2.83	3.20	3.61	3.66	3.39	2.81	2.84	2.87	4.66	3.49
Express Jet (XE) <sup>1</sup>	5.04	4.64	4.52	3.60	4.89	5.87	5.66	5.31	4.21	3.70	3.68	6.50	4.83
Pinnacle (9E) <sup>1</sup>	6.14	7.40	6.21	4.93	5.26	6.56	7.27	6.15	5.09	5.59	5.38	9.86	6.30

<sup>1</sup>This airline is not included in the Industry value. Only 16 airlines that are required to report all data elements for 2010 are part of the Industry value. Performance statistics are presented here for reference and comparison.

Source: *Air Travel Consumer Report*, U.S. Department of Transportation, Office of Aviation Enforcement and Proceedings.

## 2011 Total Complaints to Department of Transportation by Month for U.S. Airlines

(per 100,000 passengers)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
<b>AirTran (FL)</b>	0.89	0.43	0.59	0.76	0.62	0.52	0.69	1.17	0.91	0.75	0.40	0.97	0.72
<b>Alaska (AS)</b>	0.46	0.56	0.39	0.61	0.67	0.25	0.77	0.35	0.35	0.64	0.35	0.34	0.48
<b>American (AA)</b>	1.28	1.24	1.19	1.54	2.00	1.68	1.60	2.13	1.50	1.02	1.34	0.87	1.46
<b>American Eagle (MQ)</b>	1.08	1.28	1.40	1.20	2.20	2.61	1.61	2.40	1.29	0.57	0.83	0.70	1.45
<b>Atlantic Southeast (EV)</b>	0.41	0.61	1.19	1.03	0.94	1.38	1.41	1.34	0.78	0.24	0.53	0.36	0.88
<b>Continental (CO)</b>	2.11	1.62	1.50	1.29	1.85	1.87	1.85	2.65	2.34	1.92	1.55	1.21	1.81
<b>Delta (DL)</b>	1.89	1.50	1.11	1.18	1.07	1.03	1.39	1.63	1.05	1.10	1.01	0.90	1.23
<b>Frontier (F9)</b>	0.95	0.41	0.95	0.50	0.75	0.43	2.16	1.12	0.54	0.42	0.32	0.76	0.76
<b>Hawaiian (HA)</b>	0.43	0.30	1.09	1.18	0.41	0.81	0.50	0.77	0.72	0.57	0.71	0.68	0.70
<b>JetBlue (B6)</b>	1.41	0.72	0.82	0.96	1.18	1.29	1.20	1.11	1.14	1.20	1.05	0.77	1.08
<b>Mesa (YV)</b>	0.77	0.16	1.36	0.57	0.13	0.50	0.63	1.28	1.28	0.28	0.14	0.30	0.62
<b>SkyWest (OO)</b>	0.92	1.04	0.58	0.46	0.57	1.09	0.61	1.22	0.54	0.43	0.46	0.76	0.73
<b>Southwest (WN)</b>	0.22	0.22	0.29	0.40	0.49	0.34	0.36	0.44	0.38	0.29	0.21	0.14	0.32
<b>United (UA)</b>	1.58	1.90	1.82	1.77	2.32	2.55	3.28	2.54	2.39	1.84	1.95	2.14	2.21
<b>US Airways (US)</b>	1.51	1.59	1.15	1.52	2.00	2.56	2.32	3.01	2.19	1.64	1.86	1.56	1.91
<b>Industry by Month</b>	<b>1.20</b>	1.07	1.00	1.08	1.29	1.31	1.42	1.65	1.24	0.99	0.98	0.88	1.19
Express Jet (XE) <sup>1</sup>	0.94	0.29	0.89	1.53	1.24	0.96	1.68	1.28	0.93	1.17	0.73	0.48	1.04

<sup>1</sup>This airline voluntarily reports performance data. Only the 15 airlines required to report all data elements for 2011 are part of the Industry value. Performance statistics are presented here for reference and comparison.

Source: *Air Travel Consumer Report*, U.S. Department of Transportation, Office of Aviation Enforcement and Proceedings.

## 2010 Total Complaints to Department of Transportation by Month for U.S. Airlines

(per 100,000 passengers)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
<b>AirTran (FL)</b>	1.54	1.12	1.58	1.21	1.17	0.78	0.62	0.97	0.55	0.43	0.54	0.40	0.90
<b>Alaska (AS)</b>	0.42	0.45	0.37	0.23	0.44	0.60	0.43	0.75	0.37	0.52	0.37	0.21	0.44
<b>American (AA)</b>	1.57	1.34	1.37	1.40	1.61	1.99	1.44	1.63	1.43	1.21	1.11	1.08	1.44
<b>American Eagle (MQ)</b>	1.44	0.46	0.51	0.96	0.86	1.01	1.49	1.93	1.19	0.82	0.67	0.99	1.03
<b>Atlantic Southeast (EV)</b>	0.30	0.63	0.50	0.54	0.17	0.96	0.76	0.96	0.17	0.48	0.43	0.43	0.54
<b>Comair (OH)</b>	2.35	1.73	0.87	1.24	0.90	2.03	1.08	1.44	1.50	0.96	0.74	0.41	1.25
<b>Continental (CO)</b>	1.59	1.70	1.52	1.67	1.36	1.96	1.55	1.58	1.17	1.05	1.10	1.43	1.48
<b>Delta (DL)</b>	2.01	2.13	2.27	1.94	1.57	3.08	2.44	2.37	1.73	1.61	1.38	1.19	2.00
<b>Frontier (F9)</b>	1.26	1.10	1.10	1.28	0.72	1.86	2.89	1.48	0.73	0.81	0.62	0.96	1.23
<b>Hawaiian (HA)</b>	0.60	1.28	1.14	0.91	0.44	1.37	0.87	3.55	1.52	1.14	0.15	0.69	1.16
<b>JetBlue (B6)</b>	1.01	1.22	1.70	1.38	1.72	1.20	0.98	1.12	1.44	1.30	0.65	1.37	1.25
<b>Mesa (YV)</b>	1.15	0.14	0.37	0.12	0.65	0.65	1.15	0.65	0.43	0.27	0.29	0.43	0.53
<b>SkyWest (OO)</b>	1.03	0.87	0.58	0.56	0.24	0.74	0.53	0.71	0.64	0.38	0.51	0.66	0.61
<b>Southwest (WN)</b>	0.37	0.30	0.28	0.26	0.26	0.28	0.23	0.25	0.22	0.22	0.29	0.29	0.27
<b>United (UA)</b>	2.49	1.45	1.32	1.70	1.67	2.40	1.52	1.98	1.20	1.24	1.22	1.47	1.64
<b>US Airways (US)</b>	2.03	1.69	1.83	1.55	1.19	1.87	1.71	1.92	1.31	1.20	0.97	1.12	1.53
<b>Industry by Month</b>	1.44	1.25	1.28	1.22	1.11	1.68	1.33	1.48	1.07	0.97	0.85	0.92	1.22
Express Jet (XE) <sup>1</sup>	0.46	0.46	0.64	0.37	0.61	1.45	0.66	0.70	0.07	0.41	0.23	0.56	0.57
Pinnacle (9E) <sup>1</sup>	0.50	1.13	1.09	0.55	0.43	1.70	0.87	1.01	0.35	0.65	0.80	0.60	0.82

<sup>1</sup>This airline is not included in the Industry value. Only 16 airlines that are required to report all data elements for 2010 are part of the Industry value. Performance statistics are presented here for reference and comparison.

Source: *Air Travel Consumer Report*, U.S. Department of Transportation, Office of Aviation Enforcement and Proceedings.



**Monthly Count of Complaints Received by Department of Transportation  
Regarding 15 AQR Rated Airlines in 2010 and 2011**

	Complaints for 15 AQR Rated Airlines		Top Four Categories <sup>1</sup> of Complaints for 15 AQR Rated Airlines in 2011			
	2010	2011	1	2	3	4
<b>Jan</b>	763	683	FP	BG	TB	CS
<b>Feb</b>	626	552	FP	BG	TB	CS
<b>Mar</b>	811	654	FP	BG	TB	CS
<b>Apr</b>	731	739	FP	BG	TB	CS
<b>May</b>	665	897	FP	BG	CS	TB
<b>Jun</b>	1,238	935	FP	BG	TB	CS
<b>Jul</b>	928	1,071	FP	BG	TB	CS
<b>Aug</b>	1,019	1,171	FP	BG	TB	CS
<b>Sep</b>	619	792	FP	BG	TB	RF
<b>Oct</b>	605	684	FP	BG	TB	CS
<b>Nov</b>	528	640	FP	BG	FA	CS
<b>Dec</b>	595	567	FP	BG	TB	CS

<sup>1</sup> FP = Flight Problems; CS = Customer Service; BG = Baggage; TB = Reservations, Ticketing, and Boarding; RF = Refunds; FA=Fairs. Details of categories are at the back of this report.

**Overview of Complaints Received by Department of Transportation for All U.S. Domestic Airlines  
for 2010 and 2011 by Complaint Category**

	% of all Complaints Received		Number of Complaints Received	
	2010	2011	2010	2011
<b>Flight Problems</b>	<b>32.8%</b>	<b>34.9%</b>	<b>3,000</b>	<b>3,290</b>
<b>Baggage</b>	<b>15.9%</b>	<b>14.3%</b>	<b>1,456</b>	<b>1,350</b>
<b>Customer Service</b>	<b>12.9%</b>	<b>12.1%</b>	<b>1,180</b>	<b>1,138</b>
<b>Reservations, Ticketing, and Boarding</b>	<b>13.1%</b>	<b>11.2%</b>	<b>1,194</b>	<b>1,058</b>
<b>Refunds</b>	<b>5.6%</b>	<b>7.2%</b>	<b>509</b>	<b>677</b>
<b>Disability</b>	<b>5.5%</b>	<b>6.0%</b>	<b>504</b>	<b>564</b>
<b>Fares</b>	<b>3.9%</b>	<b>5.0%</b>	<b>359</b>	<b>467</b>
<b>Oversales</b>	<b>5.2%</b>	<b>4.6%</b>	<b>472</b>	<b>435</b>
<b>Other</b>	<b>3.1%</b>	<b>2.9%</b>	<b>282</b>	<b>273</b>
<b>Discrimination</b>	<b>1.3%</b>	<b>1.1%</b>	<b>115</b>	<b>105</b>
<b>Advertising</b>	<b>0.7%</b>	<b>0.6%</b>	<b>60</b>	<b>60</b>
<b>Animals</b>	<b><u>0.0%</u></b>	<b><u>0.1%</u></b>	<b><u>4</u></b>	<b><u>8</u></b>
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>9,135</b>	<b>9,425</b>

Source: *Air Travel Consumer Report*, U.S. Department of Transportation, Office of Aviation Enforcement and Proceedings.

## **Airline Quality Rating Criteria Overview**

The individual criteria used to calculate the AQR scores are summed up in four basic areas that reflect customer-oriented areas of airline performance. Definitions of the four areas used in this AQR 2009 (2008 data) are outlined below.

### **OT ON-TIME PERFORMANCE (+8.63)**

Regularly published data regarding on-time arrival performance is obtained from the U.S. Department of Transportation's *Air Travel Consumer Report*. According to the DOT, a flight is counted "on time" if it is operated within 15 minutes of the scheduled time shown in the carriers' Computerized Reservations Systems. Delays caused by mechanical problems are counted as of January 1, 1995. Canceled and diverted operations are counted as late. The AQR calculations use the percentage of flights arriving on time for each airline for each month.

### **DB INVOLUNTARY DENIED BOARDINGS (-8.03)**

This criterion includes involuntary denied boardings. Data regarding denied boardings can be obtained from the U.S. Department of Transportation's *Air Travel Consumer Report*. Data includes the number of passengers who hold confirmed reservations and are involuntarily denied boarding on a flight that is oversold. These figures include only passengers whose oversold flight departs without them onboard. The AQR uses the ratio of involuntary denied boardings per 10,000 passengers boarded by month.

### **MB MISHANDLED BAGGAGE REPORTS (-7.92)**

Regularly published data regarding consumer reports to the carriers of mishandled baggage can be obtained from the U.S. Department of Transportation's *Air Travel Consumer Report*. According to the DOT, a mishandled bag includes claims for lost, damaged, delayed, or pilfered baggage. Data is reported by carriers as to the rate of mishandled baggage reports per 1,000 passengers and for the industry. The AQR ratio is based on the total number of reports each carrier received from passengers concerning lost, damaged, delayed, or pilfered baggage per 1,000 passengers served.

### **CC CONSUMER COMPLAINTS (-7.17)**

The criteria of consumer complaints is made up of 12 specific complaint categories (outlined below) monitored by the U. S. Department of Transportation and reported monthly in the *Air Travel Consumer Report*. Consumers can file complaints with the DOT in writing, by telephone, via e-mail, or in person. The AQR uses complaints about the various categories as part of the larger customer complaint criteria and calculates the consumer complaint ratio on the number of complaints received per 100,000 passengers flown for each airline.

## **CONSUMER COMPLAINT CATEGORIES**

### **Flight Problems**

Data is available by the total number of consumer complaints pertaining to cancellations, delays, or any other deviations from schedule, whether planned or unplanned for each airline each month.

### **Oversales**

This complaint category includes all bumping problems, whether or not the airline complied with DOT oversale regulations. Data is available by the total number of consumer complaints pertaining to oversales for each airline each month.

### **Reservations, Ticketing, and Boarding**

This category includes airline or travel agent mistakes in reservations and ticketing, problems in making reservations and obtaining tickets due to busy telephone lines, or waiting in line or delays in mailing tickets, and problems boarding the aircraft (except oversales). Data is available by the total number of consumer complaints pertaining to ticketing and boarding for each airline each month.

### **Fares**

As defined by the DOT, consumer complaints regarding fares include incorrect or incomplete information about fares, discount fare conditions and availability, overcharges, fare increases, and level of fares in general. Data is available for the total number of consumer complaints pertaining to fares for each airline each month.

### **Refunds**

This category includes customer complaints about problems in obtaining refunds for unused or lost tickets, fare adjustments, or bankruptcies. Data is available by the total number of consumer complaints pertaining to refunds for each airline each month.

### **Baggage**

Claims for lost, damaged, or delayed baggage, charges for excess baggage, carry-on problems, and difficulties with airline claim procedure are included in this category. Data is available by the total number of consumer complaints pertaining to baggage for each airline each month.

### **Customer Service**

This category includes complaints about rude or unhelpful employees, inadequate meals or cabin service, and treatment of delayed passengers. Data is available by the total number of consumer complaints pertaining to customer service for each airline each month.

**Disability**

This category includes complaints about civil rights complaints by air travelers with disabilities. Data is available by the total number of consumer complaints pertaining to disabilities for each airline each month.

**Advertising**

These are complaints concerning advertising that is unfair, misleading or offensive to consumers. Data is available by the total number of consumer complaints regarding advertising for each airline each month.

**Discrimination**

Civil rights complaints by air travelers (other than disabilities); for example: complaints based on race, national origin, religion, etc. (this category was first reported in May, 2002).

**Animals**

This category tracks customer complaints about loss, injury, or death of an animal during air transport by an air carrier. Data is available by the total number of customer complaints regarding animals for each airline each month.

**Other**

Data regarding consumer complaints about frequent flyer programs, smoking, tours credit, cargo problems, security, airport facilities, claims for bodily injury, and other problems not classified above are included in this category. Data is available by the total number of consumer complaints regarding other problems for each airline each month.